DOCUMENT RESUME

ED 235 929 RC 013 931

AUTHOR	Eiselein, E. B.
TITLE	Native American Ascertainment: Three Reports on Serving Native American Broadcast Needs.
INSTITUTION	Native American Public Broadcasting Consortium, Lincoln, Neb.
SPONS AGENCY	Corporation for Public Broadcasting, Washington, D.C. Office of Communication Research.; John and Mary R. Markle Foundation, New York, N.Y.
PUB DATE	82
NOTE	117p.
PUB TYPE	Reports - Research/Technical (143)
EDRS PRICE	MF01/PC05 Plus Postage.
DESCRIPTORS	*American Indians; *Broadcast Industry; Commercial Television; Comparative Analysis; *Information Needs; *Needs Assessment; News Reporting; *Organizations (Groups); Programing (Broadcast); Public Television; *Tribes
IDENTIFIERS	Public Radio

ABSTRACT

Public radio and television stations and Native American organizations and tribes viewed Native American media and information needs differently, according to mail surveys (done in 1981) of 109 tribes, 140 organizations, 103 radio stations, and 75 television stations. Survey results indicated that most tribal and organizational leaders found radio and televison coverage of Native American events and concerns inadequate. They preferred tribal newspapers and council meetings as information sources about Native American issues. Although 55% of the tribes received between one and five television channels, 70% received public television, and 26% received public radio, few received any native language programming. Organizations wanted special programming that avoided stereotypes and negative images of Native Americans for reservation and rural Indians. Tribes wanted special programming for children aged 6-12 and thought that broadcasters could best serve Native Americans by providing in-depth news coverage. Public television stations were equally divided on the issue of providing general or special programming for Native American audiences, but most responding radio broadcasters favored general programming. Although most surveyed broadcasters had Native Americans in their audiences and a large majority aired programs about Native Americans, only about a third aired programs for Native Americans. (SB)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Stefanie Hare

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☑ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

During fall 1981, the Native American Public Broadcasting Consortium undertook a study of Native American media and information needs. The study, made possible by grants from the Corporation for Public Broadcasting and the Markle Foundation, included four mail surveys: (1) Native American tribes (109 respondents), (2) Native American organizations (140 respondents), (3) public radio stations (103 respondents), and (4) public television stations (75 respondents).

The findings of the study are contained in three reports: Native Americans and Broadcasting (data from the surveys of tribes and Native American organizations); Serving Native American Media Needs (data from all four surveys); and Public Broadcasting and Native Americans (data from the surveys of public radio and television stations). All three reports are contained in this volume.

While the broadcast media are not unknown on the reservations, the majority of tribes reported that reservation people get information about Native American issues from tribal newspapers (73 percent) and from tribal council meetings (59 percent). While only three percent of the tribes reported tribal radio as a source of information about Native American issues, most of the tribes--52 percent--had informally discussed a tribal radio station and ten percent were in the process of planning such a station.

With regard to public (noncommercial or educational) broadcasting, the tribes were more likely to receive public television than public radio. Seventy percent of the tribes reported receiving

a public television station on their reservation or tribal area, and only 26 percent reported receiving a public radio station. Among the larger tribes in the sample, those with more than 5,000 members, 93 percent reported receiving a public television station while 43 percent reported receiving a public radio station.

From the perspective of the public stations, public television stations were more likely to report a Native American population in their coverage area than were public radio stations. Sixty-five percent of the public television stations reported a Native American population in their broadcast signal coverage area, as compared with 56 percent of the public radio stations.

Until recently, all broadcasting stations were required by the Federal Communications Commission to talk with community leaders to ascertain community problems, issues and concerns. Native American organizations were more likely to report being contacted by stations for ascertainment than were tribes. In addition, both the organizations and the tribes were more likely to report ascertainment contacts by commercial stations than by public stations. Among the Native American organizations, 36 percent were contacted by commercial stations and 29 percent by public stations, while among the tribes, 15 percent were contacted by commercial stations and 13 percent by public stations.

Public television stations were more likely to have contacted Native American leaders as a part of their ascertainment than were public radio stations. Sixty-one percent of the public television stations (71 percent of those with a Native American population) reported these contacts as compared with 39 percent of the public radio stations (57 percent of those with Native American populations).

The Native American organizations and tribes also reported their cooperation with broadcast stations in producing program materials. Among the Native American organizations, commercial television stations were reported most frequently as the type of station with whom they cooperated, while the tribes most frequently reported commercial radio stations. Cooperation with commercial television stations was reported by 30 percent of the organizations and by 18 percent of the tribes, with commercial radio stations by 29 percent of the organizations and by 32 percent of the tribes.

With regard to public broadcasting, 27 percent of the Native American organizations and 22 percent of the tribes reported cooperating with a public television station and 27 percent of the organizations and 17 percent of the tribes reported cooperating with public radio stations. Among the public stations, 28 percent of the public television stations (35 percent of those with a Native American population) and 20 percent of the public radio stations (33 percent of those with a Native American population) reported cooperating with a Native American group or community.

Public radio and television stations were more likely to use Native Americans as members of advisory boards than as employees. Among the public television stations, 24 percent reported Native Americans on their advisory boards, while only 16 percent reported Native American employees. Among the public radio stations, 16 percent had Native Americans on their advisory boards, and 14 percent had Native American employees.

Native American organizations use media in a variety of ways. The survey found that 66 percent of the organizations used news releases, 57 percent had been given news coverage by local radio, and 53 percent had been given news coverage by local television.

In addition to using the media for news coverage, the Native American organizations reported that they had aired public service announcements on radio (52 percent) and on television (31 percent). Similarly, 47 percent of the public radio stations and 25 percent of the public television stations reported airing public service announcements for Native American groups, clubs or organizations.

With regard to programming, most of the Native American organizations and tribes felt that broadcasting did not provide adequate coverage of Native American events and concerns. Adequate television coverage was reported by six percent of the Native American organizations and by 17 percent of the tribes. Similarly, adequate radio coverage was reported by nine percent of the organizations and by 17 percent of the tribes.

Among the tribes, only eight percent reported receiving Native American language television programs on their reservations, but 34 percent reported television programming especially for Native Americans. Sixteen percent of the tribes reported receiving Indian language radio programs.

Among the public broadcasting stations, public television stations were more likely to report airing programs about and for

Native Americans. Programs about Native Americans were reported by 93 percent of the public television stations and by 83 percent of the public radio stations. On the other hand, programs for Native Americans were reported by only 39 percent of the public television stations and by 24 percent of the public radio stations.

Native Americans are as demographically diverse as any American peoples. From the Native American perspective, the groups having the greatest need for special radio and television programming are Children 6-12 (mentioned by 29 percent of the tribes and by 20 percent of the organizations) and Reservation/Rural Indians (mentioned by 26 percent of the organizations and by 17 percent of the tribes).

There is relatively little agreement between Native Americans and public broadcasters concerning the kind of Native American programming which should be aired on radio and television. In general, the public broadcasters tended to prefer program topics reflecting the traditional fine arts and/or humanities orientation to general audience programming. Native Americans, on the other hand, prefer topics reflecting social, economic, and health concerns.

Jobs/Employment was most frequently indicated as the "most important" possible radio and/or television program topic according to both the Native American organizations and the tribes. Twenty-one percent of both groups mentioned this topic. Among the tribes, Alcoholism was the second most frequently mentioned topic (16 percent). Among the organizations, How to Deal with the Dominant Society was second (11 percent).

According to the public television stations, the Native American television program topics most frequently mentioned as having the potential "greatest interest" were Tribal History (20 percent) and Profiles of Outstanding Native Americans (20 percent). Among the public radio stations, Profiles of Outstanding Native Americans was indicated by 17 percent.

There are also significant differences between the Native Americans and the public broadcasters over the topic of Native American News. This topic was seen as "very important" by 61 percent of the Native American organizations and by 59 percent of the tribes. Yet only eight percent of the public television stations and 12 percent of the public radio stations felt this was a topic of "great interest" for their audiences. Futhermore, 21 percent of the public television stations indicated this as a topic of "no interest" as did 26 percent of the public radio stations.

In each of the four surveys, respondents were asked a variation of the following question: "How can broadcasting best serve Native American needs?" Most of the respondents in the two public broadcasting surveys did not answer this question. In the two Native American surveys, however, a wide variety of responses were given, often mentioning the need for news, information, more media coverage, Native American involvement, and a positive image rather than the customary negative stereotypes.

Among the tribes, the most frequent comments dealt with the need for news and in-depth news (15 percent), the need for broadcasting to provide information (13 percent), community and tribal involvement in broadcasting (ten percent), and improved media sensitivity and access (six percent). One respondent felt that

radio and television stations "... could start by visiting our reservation. If they don't come, they will never know how life is on a reservation."

The need for more programs and for better coverage was mentioned by 15 percecnt of the Native American organizations. Other suggestions included the need to avoid negative stereotyping and present positive images (14 percent), the need for more news (11 percent), and the need to use broadcasting to reach non-Indians (11 percent). One respondent summed it up by saying: "Let us see ourselves, our accomplishments, our talents. Let us show others."

Public radio station respondents most frequently mentioned general audience programming as the way to best serve Native Americans. The public television stations, on the other hand, were divided between general audience programming and target audience programming. According to one public television station respondent, public broadcasting can best serve Native Americans "By making a better attempt to find out what Native Americans <u>really</u> want from TV, not what we <u>think</u> they want or what we think they <u>ought</u> to want". Public broadcasting can serve Native American needs, according to one public radio station respondent, "only with reliable and consistent Native American participation".

NATIVE AMERICANS AND BROADCASTING

by

E. B. Eiselein, Ph.D.
Research Consultant
Authors and Anthropologists Services of North America, Inc.

The information in this report is based on completed questionnaires from 140 Native American organizations and from 109 tribes. This study was made possible by grants from the Markle Foundation and the Corporation for Public Broadcasting.

Prepared for:

NATIVE AMERICAN PUBLIC BROADCASTING CONSORTIUM
P. O. Box 83111
Lincoln, NE 68501

January 1982

TABLE OF CONTENTS

page

Introduction.....1

Broadcasting's Reach.....2

Television.....2

Radio.....3

News and Ascertainment.....4

Production of Television and/or Radio Materials.....6

Television.....6

Radio.....7

Video Production Equipment.....8

Native Americans and Media.....9

Information about Native American Issues.....9

Use of Media by Organizations.....9

Summary.....11

Methodology.....13

The Tables.....15

LIST OF TABLES

page

Television on the Reservations.....16

Radio on the Reservations.....17

News and Ascertainment.....18

Production of Television or Radio Materials.....19

How Do Most People Get Info. About Native American Issues.....20

Use of Media by Native American Organizations.....21

Interest In Tribal Radio.....22

INTRODUCTION

The leaders of most Native American organizations and tribes do not feel that radio and television provide adequate coverage of Native American events and concerns. In a Fall 1981 mail survey of 140 Native American organizations and 109 tribes, only 17 percent of the tribes and 6 percent of the organizations responding indicated that radio and television were providing adequate coverage of Native American events and concerns.

On the reservations, tribal newspapers and Council meetings tend to be the most important sources of information about Native American issues according to the tribes surveyed. Other forms of communication are not unused, however, as it was found that most of the Native American organizations surveyed had issued press releases, been given news coverage on local radio and television stations, and had aired radio public service announcements.

The surveys of Native American organizations and tribes was undertaken by the Native American Public Broadcasting Consortium as a part of a larger study on Native American information needs. The complete study, made possible by grants from the Markle Foundation and the Corporation for Public Broadcasting, included four mail surveys: (1) Native American tribes, (2) Native American organizations, (3) public radio stations, and (4) public television stations.

The present report, one of three reports based on the study, focuses on Native Americans and broadcasting and is based primarily upon data from the surveys of Native American organizations and tribes. Other reports from the study include: Serving Native American Needs (using data from all four surveys) and Public Broadcasting and Native Americans (based on data from the surveys of public radio and television stations).

BROADCASTING'S REACH

Television. All tribes were asked: "How many television channels are received on your reservation or tribal area?" and the average response was "5". More than half (55 percent) of the tribes surveyed indicated that they received five or fewer channels, and 28 percent indicated that they received 6-9 channels.

Seventy percent of the tribes in the survey indicated that one of the channels they received was a public or educational channel. Among the larger tribes surveyed (those with 5,000 or more members), 93 percent indicated that they received a public channel, while only 55 percent of the small tribes (less than 1,000 members) received a public station.

Among the tribes responding to the survey, 38 percent indicated that cable television was available on their reservation. Among the larger tribes, 68 percent have cable television.

Only a handful of the responding tribes--8 percent--indicated that the channels they received provided programs in a Native American language.

One-third (34 percent) of the tribes surveyed received television programming especially for Native Americans. However, among the small tribes in the survey only 18 percent indicated they received this type of programming.

Only 18 percent of the responding tribes indicated that the channels they received provided Native American news. Among the medium size tribes (1,000-4,999 members) nearly 30 percent received Native American news.

Among all the surveyed tribes, 42 percent felt that the television they received provided programs of general interest to Native Americans. Among the medium size tribes, however, 57 percent received programs of general interest to Native Americans.

Radio. Slightly more than one-fourth--26 percent--of the tribes surveyed reported a public or educational radio station among those received on their reservation. Among the large tribes, 43 percent received public radio.

Of the tribes surveyed, 21 percent reported that the radio stations received on their reservation had Native American news reporters, and 20 percent reported Native American disk jockies. Among the small tribes (less than 1,000 members), however, only 5 percent reported Native American disk jockies and 14 percent indicated that the stations had Native American news reporters.

Sixteen percent of the responding tribes received radio stations which provide some programs in an Indian language. Among the small tribes, only 5 percent receive such programming.

Six percent of the tribes surveyed indicated that at least one of the radio stations they received was run by the tribe. More than half (52 percent) of the tribes surveyed indicated that there had been informational discussions about a tribal radio station and 28 percent indicated that there was no interest in this type of station.

NEWS AND ASCERTAINMENT

In the two surveys it was found that relatively few tribes and Native American organizations felt that television or radio provide adequate coverage of Native American events and concerns. Among the tribes surveyed, only 17 percent felt that the coverage was adequate, although among the larger tribes (more than 5,000 members), 21 percent felt that television coverage was adequate and 25 percent felt that radio coverage was adequate.

Among responding Native American organizations, only 6 percent felt that television provided adequate coverage of Native American events and concerns, and 9 percent felt that radio coverage was adequate.

While 36 percent of the responding Native American organizations reported that they had been contacted by a commercial radio or television station and asked to list or describe the most important problems and concerns of Native American peoples, only 16 percent of the tribes surveyed indicated that they had been contacted by commercial stations. Among the organizations and tribes in the survey, fewer reported being contacted by public broadcasting stations for the purpose of ascertainment. Among responding Native American organizations, 29 percent reported ascertainment contacts by public stations, while among the responding tribes, 13 percent indicated such a contact. Among the larger tribes, one-fourth had been contacted by the public stations, as compared with 18 percent by the commercial stations. However, larger tribes are more likely to be served by public radio and/or public television than are other tribes.

Among those responding tribes which reported receiving either public television or public radio, 14 percent reported being contacted by a public radio and/or public television station for ascertainment

and 13 percent reported ascertainment contacts by commercial stations. It would thus appear that on reservations served by public broadcasting the tribes were just as likely to have had an ascertainment contact by a public station as by a commercial station.

In comparison, with the surveys of the public television stations and public radio stations, ascertainment contacts with Native American leaders were reported by 71 percent of the responding public television stations with Native American populations and by 57 percent of the responding public radio stations with Native American populations (see Public Broadcasting and Native Americans).

PRODUCTION OF TELEVISION AND/OR RADIO MATERIALS

All of the responding tribes and Native American organizations were asked to indicate the groups with which they had cooperated during the past year (1981) in the production of television or radio program materials. Cooperation with commercial television stations was most frequently reported by the responding organizations, followed by cooperation with commercial radio stations. On the other hand, the tribes surveyed reported cooperation with commercial radio stations followed by cooperation with public television stations.

Television. Thirty percent fo the Native American organizations surveyed and 18 percent of the tribes surveyed indicated that they had cooperated with a local commercial television station. Among the responding tribes, only 9 percent of the small tribes (less than 1,000 members) had cooperated with a local commercial television station as compared with 39 percent of the large tribes (more than 5,000 members).

In the surveys, Native American organizations appear to have been less likely to have cooperated with a public television station, while tribes appear to have been slightly more likely to have cooperated with this type of station. Among Native American organizations surveyed, 27 percent reported this type of cooperation as compared with 22 percent of the tribes surveyed. Among the public television stations surveyed (see Public Broadcasting and Native Americans), 35 percent of those with a Native American population produced material in cooperation with a Native American group or community.

Cooperation with a commercial television network was reported by 11 percent of the responding Native American organizations and 8 percent of the responding tribes. Among the tribes, 14 percent of

the medium size tribes (1,000-4,999 members) reported this type of cooperation.

Cooperation with an independent television producer was reported by 14 percent of the responding Native American organizations and only 6 percent of the responding tribes. Among the large tribes, 14 percent had cooperated with an independent television producer.

Only 9 percent of the Native American organizations surveyed and 3 percent of the tribes surveyed reported cooperation with a cable television producer.

Radio. In the surveys it was found that a higher percentage of tribes than organizations cooperated with local commercial radio stations. While 32 percent of the surveyed tribes reported this type of cooperation, only 29 percent of the surveyed organizations indicated it. Among the tribes surveyed, only 7 percent of the smaller tribes (less than 1,000 members) reported cooperating with a local commercial radio station, as compared with 51 percent of the medium size tribes and 46 percent of the large tribes.

With regard to cooperation with a local public radio station, 27 percent of the responding Native American organizations and 17 percent of the responding tribes reported this type of cooperation. Among the small tribes, only 7 percent indicated cooperation with a public radio station. Among the public radio stations surveyed (see Public Broadcasting and Native Americans), one-third of those with a Native American population indicated that they had cooperated with a Native American group or community in the production of program materials.

Concerning radio networks, an equal percentage of responding Native American organizations--9 percent--reported cooperation with commercial networks and with public networks. Among the responding tribes, 6 percent reported cooperation with a commercial network and 5 percent with a public network.

Among the Native American organizations surveyed, 11 percent reported cooperation with an independent radio producer. Only 4 percent of the tribes surveyed reported this type of cooperation.

Video Production Equipment. More than one-third (35 percent) of the Native American organizations surveyed and 30 percent of the tribes surveyed reported that they had their own video equipment. While only 14 percent of the small tribes had video equipment, 43 percent of the medium size tribes and 39 percent of the large tribes indicated that they had their own video production equipment.

NATIVE AMERICANS AND MEDIA

Information about Native American Issues. All of the tribes surveyed were asked: "How do most people in your reservation or tribal land area get information about Native American issues?" Tribal newspapers were mentioned by 73 percent of the respondents, followed by Council or Chapter meetings (59 percent), and non-tribal newspapers (51 percent). Among the small tribes, Council or Chapter meetings were most frequently indicated (61 percent), followed by tribal newspapers and the tribal bulletin board (both 59 percent). Among the large tribes, tribal newspapers were mentioned by 86 percent and Council or Chapter meetings by 57 percent.

In general, commercial radio was mentioned more often than commercial television as a source of information about Native American issues. Similarly, pulbic radio was cited more often than public television, in spite of the fact that the reservations were two and one half times more likely to receive public television than public radio. Overall, only an handful--less than one out of five--tribes mentioned broadcasting at all.

Use of Media by Organizations. In the past year (1981), 66 percent of the organizations surveyed had issued a press release, and more than half had been given news coverage by local radio (57 percent) and by local television (53 percent). Among those organizations with a major concern for economic development or for the elderly, three-fourths had issued a press release, and two-thirds had been given news coverage by local radio and/or television.

The survey found that 52 percent of the responding Native American organizations had aired public service announcements on radio,

and 31 percent had aired public service annnouncements on television. Among those groups with a major concern for urban Indians, nearly two-thirds had aired public service announcements on radio and 41 percent had aired television PSA's.

Nearly half of the organizations surveyed had also participated in local public affairs or "talk" programs on television (46 percent) and/or radio (49 percent).

Only a handful of responding Native American organizations--12 percent--had been given news coverage by national television.

Nearly two-thirds (65 percent) of the responding Native American organizations published a regular newsletter.

It is evident that Native American organizations do utilize the media. However, more data is needed to determine if Native American organizations are underutilizing the media when compared with other minority group organizations (e.g. Hispanic organizations, Black organizations, Women's organizations) and with non-minority organizations. Similar studies with these organizations are needed in order to place the findings about the Native American organizations in a larger perspective.

SUMMARY

Concerning broadcasting and Native Americans, the key findings of the twc surveys--that of the tribes and that of the Native American organizations--are summarized below:

1. The average number of television channels reported being received on the reservations of the responding tribes was 5 and 55 percent of the tribes reported receiving 1 to 5 channels on their reservation.

2. With regard to public broadcasting, 70 percent of the responding tribes reported receiving a public television station and 26 percent reported a public radio station.

3. Among the tribes surveyed, tribal newspapers were most frequently indicated as the major source of information about Native American issues. Seventy-three percent of the responding tribes indicated tribal newspapers and 59 percent indicated Council or Chapter meetings.

4. Native language programming on radio and television stations received by the tribes appears to be uncommon. Only 8 percent of the responding tribes reporting receiving native language television programs and 16 percent reported native language radio programs.

5. Very few of the Native American organizations (6 percent) and tribes (17 percent) felt that television provides adequate coverage of Native American events and concerns.

6. Very few of the Native American organizations (9 percent) and tribes (17 percent) felt that radio provides an adequate coverage of Native American events and concerns.

7. With regard to the process of ascertainment, the Native American organizations surveyed were more likely to report having been contacted by either commercial or public stations that were the responding tribes. Contacts by commercial stations were reported by 36 percent of the responding organizations and 16 percent of the responding tribes. Contacts by public stations were reported by 29 percent of the responding organizations and 13 percent of the tribes.

8. In general the responding Native American organizations were more likely to have cooperated in the production of television materials than the responding tribes.

9. With regard to the production of radio program materials, more of the responding tribes (32 percent) reported cooperation with a local commercial radio station than did the responding organizations (29 percent). However, more of the responding organizations (27 percent) reported cooperation with a local public station than did the responding tribes (17 percent).

10. Most of the Native American organizations surveyed reported that they issued a press release during 1981 (66 percent), that they publish a newsletter (65 percent), that they aired public service announcements on radio (52 percent), that they had been given news coverage by local radio (57 percent), and that they had been given news coverage by local television (53 percent).

METHODOLOGY

The overall study of Native American media needs was based on four surveys: (1) a survey of tribes, (2) a survey of Native American organizations, (3) a survey of public (non-commercial, or educational) radio stations, and (4) a survey of public (non-commercial, or educational) television stations. On 28 October 1981 questionnaires were mailed out to 342 tribes, to 434 Native American organizations (including urban Indian organizations and centers, Native American media organizations, educational organizations, and groups and organizations on reservations), to 213 public radio stations (including some low-power community stations not affiliated with National Public Radio), and to 166 public television stations.

The materials mailed out included a cover letter from Frank Blythe (executive director of the Native American Public Broadcasting Consortium) requesting that the questionnaire be completed and returned to NAPBC by December 1st, and a stamped, return mail envelope. Two post cards were subsequently sent to non-respondents reminding them to complete the questionnaire.

By 21 December 1981, questionnaires had been returned by 140 Native American organizations, by 109 tribes, by 103 public radio stations, and by 75 public television stations. Thirty-three organization questionnaires and 13 tribal questionnaires were returned as undeliverable. The four surveys thus had response rates of 35 percent for the Native American organizations, 33 percent for the tribes, 48 percent for the public radio stations, and 45 percent for the public television stations.

The four sets of questionnaires were not identical, but they did contain some identical sections to allow comparison among the four groups. Data from the 1978 survey, Native American Media Needs: An Assessment, by Laurell E. Schuerman, Frank M. Blythe, and Thomas J. Sork, were used in developing the questionnaires. The questionnaires were written by E. B. Eiselein and Frank Blythe.

Data processing and statistical analysis was done by E. B. Eiselein and Judith Doonan using the computer facilities of Authors and Anthropologists Services of North America, Inc. (P. O. Box 919, Kalispell, MT 59901).

THE TABLES

The statistical data from the surveys of tribes and Native American organizations is summarized in the tables which follow. In using these tables, please note the following:

1. All numbers in the tables are percentages, and like all statistical measures they are subject to a margin of error.

2. Data for columns labeled "all tribes" are based on a sample of 109 tribes responding to the survey.

3. Data for columns labeled "Orgs." are based on a sample of 140 Native American organizations responding to the survey.

4. Data for columns labeled "under 1,000" are based on a sample of 44 responding tribes which reported a tribal enrollment of less than 1,000.

5. Data for columns labeled "1,000-4,999" are based on a sample of 37 responding tribes which reported a tribal enrollment of 1,000 to 4,999.

6. Data for columns labeled "over 5,000" are based on a sample of 28 responding tribes which reported a tribal enrollment of 5,000 or more.

TELEVISION ON THE RESERVATIONS

	percent indicating "yes"			
	all tribes	under 1,000	1,000 4,999	over 5,000
HOW MANY TELEVISION CHANNELS ARE RECEIVED ON YOUR RESERVATION?				
1-5	55.0	56.8	64.9	39.3
6-9	27.5	27.3	27.0	28.6
10 or more	8.3	6.8	5.4	14.3
Is one of these channels a public/ educational channel?	69.7	54.5	70.3	92.9
Is cable television available?	37.6	27.3	27.0	67.9
WITH REGARD TO THE TELEVISION CHANNELS RECEIVED ON YOUR RESERVATION, DO ANY OF THEM PROVIDE:				
Programs in a Native American language?	8.3	4.5	13.5	7.1
Programs especially for Native Americans?	33.9	18.2	45.9	42.9
Native American news?	18.3	13.6	29.7	10.7
Programs of general interest to Native Americans?	42.2	31.8	56.8	39.3

RADIO ON THE RESERVATIONS

	percent indicating "yes"			
	all tribes	under 1,000	1,000 4,999	over 5,000
WITH REGARD TO THE RADIO STATIONS RECEIVED ON YOUR RESERVATION:				
Do any air programs in an Indian language?	15.6	4.5	27.0	17.9
Do any have Native American disk jockies?	20.2	4.5	29.7	32.1
Do any have Native American news reporters?	21.1	13.6	29.7	21.4
Are any public/educational stations?	25.7	20.5	18.9	42.9
Are any run by the tribe?	6.4	2.3	13.5	3.6

NEWS AND ASCERTAINMENT

	percent indicating "yes"				
	orgs	all tribes	under 1,000	1,000 4,999	over 5,000
In general, does television provide adequate coverage of Native American events and concerns?	6.4	16.5	15.9	13.5	21.4
In general does radio provide adequate coverage of Native American events and concerns?	8.6	17.4	11.4	18.9	25.0
In the past year (1981) has your group/organization/ tribe been asked by any commercial radio or TV station to list or describe the most important problems and/or concerns of Native American peoples?	36.4	15.6	11.4	18.9	17.9
By public/ educational radio or TV station?	29.3	12.8	6.8	10.8	25.0

PRODUCTION OF TELEVISION OR RADIO MATERIALS

	percent indicating "yes"				
	orgs	all tribes	under 1,000	1,000 4,999	over 5,000
IN THE PAST YEAR (1981) HAS YOUR GROUP/ORGANIZATION/ TRIBE COOPERATED WITH ANY OF THE FOLLOWING IN THE PRODUCTION OF TV OR RADIO PROGRAM MATERIALS:					
local commercial TV station?	30.0	18.3	9.1	13.5	39.3
local PTV station?	27.1	22.0	11.4	24.3	35.7
commercial TV network?	11.4	8.3	4.5	13.5	7.1
independent TV producer?	13.6	6.4	4.5	2.7	14.3
local commercial radio station?	29.3	32.1	6.8	51.4	46.4
local public radio station?	27.1	17.4	4.5	24.3	28.6
commercial radio network?	8.6	6.4	0.0	10.8	10.7
public radio network?	8.6	4.6	0.0	10.8	3.6
independent radio producer?	11.4	3.7	2.3	2.7	7.1
cable TV producer?	9.3	2.8	0.0	2.7	7.1
Does your group/organization/ tribe have any video production equipment?	35.0	30.3	13.6	43.2	39.3

HOW DO MOST PEOPLE GET INFORMATION ABOUT NATIVE AMERICAN ISSUES

	percent indicating "yes"			
	all tribes	under 1,000	1,000 4,999	over 5,000
Tribal newspaper	72.5	59.1	78.4	85.7
Tribal bulletin board	46.8	59.1	43.2	32.1
Council or Chapter meetings	58.7	61.4	56.8	57.1
Commercial television	13.8	6.8	16.2	21.4
Public television	3.7	2.3	5.4	3.6
Commercial radio	18.3	15.9	13.5	28.6
Tribal radio	2.8	0.0	8.1	0.0
Public radio	7.3	2.3	10.8	10.7
Non-tribal newspapers	50.5	52.3	56.8	39.3

USE OF MEDIA BY NATIVE AMERICAN ORGANIZATIONS

	percent "yes"
IN THE PAST YEAR (1981), HAS YOUR GROUP OR ORGANIZATION:	
Aired public services announcements on radio?	52.1
Aired public service announcements on TV?	31.4
Been given news coverage by local radio?	57.1
Been given news coverage by local TV?	52.9
Been given news coverage by national TV?	12.1
Been given air time on a local TV public affairs or "talk" program?	46.4
Been given air time on a local radio public affairs or "talk" program?	49.3
Issued a press release?	65.7
Does your group or organization currently publish a regular newsletter?	65.0

INTEREST IN TRIBAL RADIO

	percent indicating "yes"			
	all tribes	under 1,000	1,000 4.999	over 5,000
MANY TRIBES ARE CURRENTLY INVOLVED IN DEVELOPING, PLANNING, OR OPERATING A RADIO STATION. PLEASE INDICATE THE LEVEL OF INTEREST OR ACTIVITY IN THIS AREA:				
no interest	28.4	38.6	24.3	17.9
informal discussions	52.3	47.7	51.4	60.9
formal planring	10.1	4.5	13.5	14.3
station under construction	1.8	0.0	2.7	3.6
station on air	2.8	0.0	5.4	3.6

SCORED RANKING OF TOPICS

	scored ranking of topics					
	all tribes	all orgs	all PTV	PTV NA pop	all radio	radio NA pop
Jobs/Employment	1	2-4	8	11-12	7-8	8
Tribal History	7	7	3	3	2	1
Native American Art	19	19	1	1	1	2
Alcoholism	2	1	6-7	8	7-8	7
Native American Music	20	20	4	4	4	4
Health Care	4	2-4	11	14	6	5-6
Tribal Government	9	12	12-13	9	18	19
Fishing/Hunting Rights	15-16	16-17	12-13	10	16	12
Powwow Information	21	21	21	20	21	20
Self Improvement	15-16	14	15-16	19	9	9-10
Native American Lang.	13	18	15-16	21	20	21
Mineral/Water Rights	12	16-17	9	7	11	9-10
Native American News	8	2-4	18	15	19	18
Nutrition	18	9	19	18	14	15
Adult Education	11	13	20	17	13	13-14
Treaty Rights	14	10	5	5	15	17
Tribe/State Relations	6	5	6-7	6	12	11
How to deal with the dominant society	10	11	10	13	10	13-14
Profiles of outstanding Native Americans	17	15	2	2	3	3
Legal Services	3	8	14	11-12	17	16
Children's Programs	5	6	17	16	5	5-6

SERVING NATIVE AMERICAN MEDIA NEEDS

by

E. B. Eiselein, Ph.D.
Research Consultant
Authors and Anthropologists Services of North America, Inc.

The information in this report is based on completed questionnaires from 140 Native American organizations, 109 tribes, 75 public television stations, and 103 public radio stations. This study was made possible by grants from the Markle Foundation and the Corporation for Public Broadcasting.

Prepared for:

NATIVE AMERICAN PUBLIC BROADCASTING CONSORTIUM
P. O. Box 83111
Lincoln, NE 68501

January 1982

TABLE OF CONTENTS

page

Introduction.....1

Target Audiences.....3

Topics for Native Americans.....5

Program Topics for Public Broadcasting.....11

Native American Topics: Some Comparisons 14

Serving Native Americans With Broadcasting.....16

The Tribal Survey.....16

The Native American Organization Survey.....22

The Public Television Station Survey.....31

The Public Radio Station Survey..... 33

Summary.....39

Methodology.....40

The Tables..... 42

LIST OF TABLES

Page

Target Audiences.....43

Demographic With Greatest Need For Special Programming.....44

Topics Indicated as "Very Important".....45

Topics Indicated as "Great Interest".....46

Topics Indicated as "Not Important".....47

Topics Indicated as "No Interest".....48

Topics Indicated as "Most Important".....49

Topics Indicated as "Greatest Interest".....50

Other Topics Suggested By Tribes and Organizations.....51

How Can Radio and TV Best Serve Native Americans?.....52

How Can Public Broadcasting Best Serve Native Americans?.....54

INTRODUCTION

Jobs/Employment was seen as the most important topic for television and radio programming for Native Americans according to respondents in surveys of tribes and Native American organizations. A study based on Fall 1981 mail surveys of 109 tribes, 140 Native American organizations, 103 public radio stations, and 75 public television stations, found that 21 percent of the responding tribes and Native American organizations indicated Jobs/Employment of the most important topic for Native American radio and television programs. The next most frequently mentioned topic according to the tribes surveyed was Alcoholism (16 percent) and according to the Native American organizations surveyed, it was How to Deal with the Dominant Society (11 percent).

Public broadcasters differed greatly from Native Americans in their perception of possible Native American radio and television program topics. Responding public television stations were most likely to indicate Tribal History (20 percent) and Profiles of Outstanding Native Americans (20 percent) as the Native American topics having the greatest interest for their audience. Among the public radio stations surveyed, Profiles of Outstanding Native Americans was most frequently mentioned (17 percent).

The study of Native American programming needs was undertaken by the Native American Public Broadcasting Consortium as a part of a larger study on Native American information needs. The complete study, made possible by grants from the Markle Foundation

and the Corporation for Public Broadcasting, included four mail surveys: (1) Native American tribes, (2) Native American organizations, (3) public radio stations, and (4) public television stations.

The present report, one of three reports based on the study, focuses on serving Native American media needs and uses comparative data from all four surveys. Other reports from the study include: Native Americans and Broadcasting (based on data from the surveys of tribes and organizations) and Public Broadcasting and Native Americans (based on data from the surveys of public radio stations and public television stations).

TARGET AUDIENCES

While broadcasters would generally consider Native Americans as a single demographic category, from the Native American perspective there are a number of demographics which could constitute special target audiences for radio and/or television programming. In the surveys of tribes and Native American organizations, respondents were given a list of eight Native American demographic groups and were asked to indicate for each group if there is a great need, some need, or no need for special radio or television programs for the group.

Among the tribes, nearly two-thirds indicated a great need for Reservation/Rural Indians and for the Elderly, and 63 percent indicated a great need for Children 6-12. Only Urban Indians had less than 50 percent indicating a great need, and for this demographic 45 percent indicated a great need and 13 percent indicated no need.

Among the Native American organizations, slightly more than two-thirds indicated a great need for Young Adults 18-24, and two-thirds indicated Teenagers. Only Children 2-5 had less than half the respondents indicating a great need and this demographic category had 39 percent indicating a great need and 6 percent indicating no need.

Respondents were also asked to indicate which of the demographic categories had the greatest need for special television and radio programs. Many respondents indicated more than one category and subsequently up to three choices were allowed in making the tabulation of greatest need.

Among the tribes, the three most frequent choices for the category with the greatest need were: (1) Children 6-12 (29 percent), (2) Teenagers (22 percent), and (3) Reservation/Rural Indians (17 percent). Native American organizations indicated the same three categories as their most frequent choices, but in a different order: (1) Reservation/Rural Indians (26 percent), (2) Teenagers (21 percent), and (3) Children 6-12 (20 percent).

The tribes and the Native American organizations differed greatly over Urban Indians. Among the organizations, 16 percent indicated this group as having the greatest need, thus ranked fourth among all categories. Among the tribes, however, only 6 percent indicated Urban Indians as having the greatest need, thus ranking 7th among the 8 categories.

Respondents from both the tribes and the Native American organizations seldom indicated Women as having the greatest need for special programming. Only 3 percent of the tribes and 4 percent of the organizations listed this demographic as having the greatest need. On the other hand, more than half of the respondents among the tribes and the organizations indicated that Women have a great need for special programming, and only a handful--4 percent of the tribes and 1 percent of the organizations--indicated no need for special programming.

TOPICS FOR NATIVE AMERICANS

All of the tribes and Native American organizations were given a list of 21 possible television and radio program topics for Native Americans. Respondents were asked to indicate if each topic was very important, important, or not important.

From the viewpoint of the tribes responding to the survey, the topics most frequently marked as "very important" included Alcoholism (70 percent), Jobs/Employment (69 percent), Health Care (63 percent), and Legal Services (62 percent). Of the 21 topics, 11 were indicated as "very important" by more than half of the respondents.

Among the Native American organizations surveyed, the topics most frequently marked as "very important" included Alcoholism (64 percent), Native American News (61 percent), Jobs/Employment (59 percent), and Health Care (59 percent). Of the 21 topics, 6 were indicated as "very important" by more than half of the respondents.

In general, the greatest differences between the tribal respondents and the organization respondents over "very important" topics were:

> **Native American Language.** Among the responding tribes, 47 percent marked this topic as "very important" as compared to only 34 percent of the organization respondents.
>
> **Fishing/Hunting Rights.** Among the responding tribes, 48 percent felt this was a "very important" topic, as compared with 38 percent of the organizations in the survey.
>
> **Mineral/Water Rights.** While 52 percent of the tribes surveyed indicated this as a "very important" topic, among the organizations responding 42 percent marked it as "very important".

Among the tribes surveyed, the only topic marked as "not important" by more than 10 percent of the respondents was Powwow Information (22 percent). Similarly, among the organizations surveyed, only two topics were marked as "not important" by 10 percent or more of the respondents: Powwow Information (21 percent) and Native American Music (14 percent).

All respondents in both surveys were asked to indicate the topic which they felt to be most important. Many respondents indicate several "most important" topics and up to three topics per respondent were used in the statistical analysis.

Jobs/Employment was most frequently mentioned by the tribes surveyed as the "most important" topic with 21 percent indicating this topic. Of the other topics, those frequently mentioned included Alcoholism (16 percent), Tribal Government (9 percent), Native American News (8 percent), and How to Deal with the Dominant Society (8 percent). None of the respondents indicated Native American Art, Native American Music, or Powwow Information as "most important".

Among the Native American organizations in the survey, Jobs/Employment was most frequently mentioned as "most important". Like the tribes, 21 percent of the organizations surveyed indicated this as the "most important" topic for possible radio and television programs. Other frequently mentioned "most important" topics include Native American News (11 percent), How to Deal with the Dominant Society (11 percent), and Alcoholism (9 percent). None of the organizations surveyed indicated Native American Music, or Powwow Information as "most important".

In comparing the topics marked as "most important" by the responding tribes and the responding Native American organizations, it would appear that the tribes were more likely to feel that the following topics were "most important" as possible radio and television programs:

> **Tribal History** (6 percent of the tribes surveyed as compared with less than 1 percent of the organizations)
>
> **Alcoholism** (16 percent of the tribes surveyed as compared with 9 percent of the organizations)
>
> **Fishing/Hunting Rights** (6 percent of the tribes surveyed as compared with 1 percent of the organizations)

On the other hand, the Native American organizations surveyed were more likely to indicate the topics listed below as "most important" as possible radio and television programs:

> **Children's Programs** (7 percent of the organizations surveyed as compared with 2 percent of the tribes)
>
> **How to Deal with the Dominant Society** (11 percent of the organizations surveyed, as compared with 8 percent of the tribes)
>
> **Native American News** (11 percent of the organizations surveyed as compared with 8 percent of the tribes)

The list of 21 possible television and radio program topics did not cover all possible topics for Native Americans. Respondents in the surveys of tribes and Native American organizations indicated more than 14 additional topics which they felt should have been included in the list.

Among the tribes surveyed, the most frequently mentioned additional topics included Self-Determination/Sovereignty (6 percent) and Education/Schools (5 percent). Some of the comments from the tribal respondents about additional topics included:

"Education in general. For pre-teens and teens, it's this area that many of our youth are lost."

"Programs or profiles on Indian Educational Institutions and educational opportunities."

"Tribally controlled colleges."

"GED High School Education for credits."

"Series on: A. Registering to vote. B. voting at election polls for officials."

"I don't exactly know what it would be called, but something encouraging Indian people to believe they're worthwhile human beings."

"Civics--importance of youth and parents understanding and excercising the one most neglected right--the right to vote--in school board elections, city council elections, etc."

"Explanation of BIA services, past and present."

"How to be effective when dealing with governmental agencies, i.e. BIA."

"Lobbying efforts by tribal governments in support of various needs for American Indians, as well as other support for other minority groups."

"Definitions and discussions of sovereignty."

"Educating non-Indians on Indian rights and treaties. Also educating them on how Tribal governments work."

"Programs that show how proposal planning for funding tribal projects is invaluable to Indians. The programs should stess tribal development by: (1) news about potential funding agencies, (2) awareness of proposal planning staff, and (3) news about proposal planning workshops."

"Civics--both tribal and U.S."

"Archeological developments--new studies or discoveries that give light to the diversity and effectiveness of the many varied Native cultures--especially in a cross-cultural context."

"Because of the nature of a Man Worship System it is difficult for the Nature Worship (Indian) people to be presented in a total way."

Among the Native American organizations responding to the survey, the most frequently suggested additional topics included Education/Schools (9 percent), and Tribe/Federal Relations (5 percent). Some of the comments from the responding Native American organizations included:

> "Higher Education opportunities. Courses for academic credit."
>
> Education: (a) BIA boarding school, (b) State Public school, (c) private school."
>
> "Indian education--the success rate of Indian youth entering higher education."
>
> "Educational opportunity. Traditional Teachings. Unteach stereotypes."
>
> "Tribally controlled community colleges."
>
> "Career development--important for teens and young adults. Life coping skills--how to utilize financial resources and institutions effectively."
>
> "Indian curriculum being developed."
>
> "Role of Indian schools."
>
> "Continuing education/budgeting skills/career counseling/ motivational techniques/oral literature....etc."
>
> "Home education programs (TV) for children (in the same vein as "Sesame St.", etc.)"
>
> "State and federal budget cuts! How they affect Native Americans."
>
> "The state of tribal lawsuits currently in the courts."
>
> "Relationship of national news to Indian affairs, e.g. passage and amendments to Higher Education Act (not an Indian act) had adverse effects."
>
> "Federal funding cuts and how they will affect Indians."
>
> Voting rights of Indians (and impact on government issues)."

"Development of reservation and Indian community economies--social impacts and trade-offs."

"Choices for strengthening Indian governments, alternatives and models."

"Tribal economics/development issues as related to Indian and Alaskan Native education."

"Voter education and registration."

"Fund-raising/profit making to bolster local resources."

"Survival skills for Indians leaving the reservation."

"Native American contributions to society."

"Very important is the education of Whites about Native Americans. That's the only way to dispel stereotypes."

"Traditional Indian health and the culture."

"Traditional food preparation, by region or tribe."

"Wide ranging programs which promote native cultural awareness and pride in heritage."

"History of urban Indian organizations and weekly or monthly update of what each is up to, i.e. "a report to the People.""

"Native politics."

"Major contributions of Indian societies, pre-Columbian to current (from science to medicine to sports)."

PROGRAM TOPICS FOR PUBLIC BROADCASTING

The list of 21 possible program topics were on the surveys which were sent to the public television stations and to the public radio stations. Respondents were told that the list contained some "possible Native American program topics for both general audience programming and special audience programming" and they were asked to indicate if each topic would be of great interest, limited interest, or no interest to their audience.

Among the public television stations surveyed, the topics most frequently marked as having "great interest" included Profiles of Outstanding Native Americans (47 percent), Native American Art (43 percent), and Tribal History (39 percent).

Among the public radio stations surveyed, the topics most frequently marked as having "great interest" included Tribal History (36 percent), Native American Art (35 percent), and Native American Music (35 percent).

Among responding stations, the greatest difference between public television stations and public radio stations were seen in the following topics:

> **Tribal Government** (18 percent of the public radio stations surveyed marked this topic as "great interest" as compared with 7 percent of the public television stations.)
>
> **Treaty Rights** (26 percent of the public radio stations in the survey marked this topic as "great interest" as compared with 9 percent of the public television stations.)
>
> **Profiles of Outstanding Native Americans** (47 percent of the public television stations surveyed marked this topic as having "great interest" as compared with 34 percent of the public radio stations. However, among

stations with Native American populations, the topic was marked as having "great interest" by 51 percent of the public television stations and by 55 percent of the public radio stations.)

Children's Programs (27 percent of the public television stations in the survey marked this topic as having "great interest" as compared with 16 percent of the public radio stations.)

The topics most frequently indicated as having "no interest" by the public television stations surveyed included Powwow Information (28 percent), Native American Language (27 percent), and Fishing/Hunting Rights (24 percent).

From the viewpoint of the public radio stations in the survey, topics having no interest for their audiences included Powwow Information (29 percent), Adult Education (27 percent), and Native American News (26 percent).

Respondents from the public radio stations and from the public television stations were asked to select the topic which would have the greatest interest for their station's audience. Some of the respondents listed more than one topic as having the greatest interest and therefore up to three topics per respondent were used in the statistical tabulations.

Among the public television stations surveyed, the topics seen as having the greatest interest included Tribal History (20 percent), Profiles of Outstanding Native Americans (20 percent), and Native American Art (15 percent). None of the public television stations surveyed indicated Health Care, Powwow Information, Native American Language, Nutrition, Adult Education, or Legal Services as having the greatest interest.

Among the public radio stations in the survey, the topics most frequently indicated as having the greatest interest for their audiences included Profiles of Outstanding Native Americans (17 percent), Native American Music (14 percent), and Native American Art (14 percent). None of the public radio stations surveyed indicated Powwow Information, Native American Language, Nutrition, Legal Services, Health Care, or Tribal Government as having the greatest interest.

Among the responding stations, public radio stations and public television stations were found to have great differences in their perception of topics having the greatest interest for their audiences in the following:

> **Tribal History** (20 percent of the public television stations surveyed indicated this topic as having the most interest for their audiences, as compared with 11 percent of the public radio stations.)
>
> **Native American Music** (14 percent of the public radio stations surveyed indicated this topic as having the most interest for their audiences as compared with 4 percent of the public television stations. This is probably a reflection of public radio's greater emphasis on music in general.)

NATIVE AMERICAN PROGRAM TOPICS: SOME COMPARISONS

Comparing the responses about Native American radio and television program topics in the four surveys, there are marked differences between Native Americans (from the tribal survey and the Native American organization survey) and public broadcasters (from the public radio station survey and the public television station survey).

In general, the public broadcasters in the surveys tended to select topics which reflected the traditional fine arts and/or humanities type programming often enjoyed by the existing public broadcasting audiences. It would appear that the public broadcasters in the surveys selected topics for a general audience.

On the other hand, the Native Americans in the tribal survey and the Native American organizations survey selected topics for Native Americans and these topics tended to reflect social concerns rather than arts and humanities.

For example, among the public radio and public television stations surveyed, Tribal History (humanities), Profiles of Outstanding Native Americans (humanities), Native American Art (fine arts), and Native American Music (fine arts) were the four topics most frequently selected as having the "greatest interest". Yet none of the tribal survey respondents indicated Native American Art or Native American Music as "most important", none of the respondents in the survey of Native American organizations selected Native American Music, and only a handful of respondents from the two surveys selected Tribal History (6 percent of tribes surveyed and less than 1

percent of the organizations surveyed), or Profiles of Outstanding Native Americans (2 percent of the tribes surveyed and 2 percent of the organizations surveyed).

On the other hand, Alcoholism--a social concern--was most frequently mentioned in both the tribal survey and the organization survey as the "most important" topic. Yet Alcoholism was indicated as having the "greatest interest" by only 4 percent of the public television stations surveyed and by 9 percent of the public radio stations.

Comparing the results of the four surveys also reveals differences over the topic of Native American News. This topic was the second most frequently mentioned "most important" topic by respondents in the Native American organizations survey, and it was seen as "very important" by 59 percent of the respondents in the tribal survey and by 61 percent in the Native American organizations survey. Among the public broadcasters, none of the public television stations surveyed indicated Native American News as having the "greatest interest" and only a few (4 percent) public radio stations selected it. In addition, 21 percent of the public television stations surveyed indicated that this was a topic of "no interest" as did 26 percent of the public radio stations surveyed.

SERVING NATIVE AMERICANS WITH BROADCASTING

"How can radio and television best serve Native American needs?"--a variation of this question was asked respondents in each of the four surveys. Generally most of the public broadcasting stations surveyed did not respond to the question, but among those stations giving answers, they usually mentioned either general audience programming or special audience (i.e Native American) programming. Native American respondents in the surveys of tribes and Native American organizations gave a wide variety of responses, often mentioning the need for news, a positive image, more media coverage, and more Native American involvement.

The Tribal Survey. Respondents in the tribal survey were asked: "How can television and radio best serve your reservation or tribal area?" Nearly three-fourths (74 percent) of the tribes surveyed made suggestions. The most frequent comments dealt with the need for news and in-depth news (15 percent), the need for broadcasting to provide information (13 percent), community and tribal involvement (10 percent), and improved media sensitivity and access (6 percent). One respondent felt that the radio and television stations "...could start visiting the reservation. If they don't come they will never know how life is on a reservation." The comments of tribal respondents included:

> "Broader coverage of Indian affairs. An attempt to provide more positive image of Indian people. More objectivity."
>
> "Devote more coverage on Tribal events and personal interviews with people (Indian) that make the news."

"Provide information--Indian issues, local, state, and national; local issues and events."

"Provide information on certain events, emergency news, or educational, etc."

"We feel that a "network" of Indian media would call for closer communication and understanding of our Brothers and Sisters worlds, as well as ideas on problems that also may effect "us" as a nation."

"It's well understood that Indian people require more in-depth reporting, as well as cultural accuracies and defined traditional tribalism. This would prohibit reporting which reflects: greed, selfishness, stupidity-- all of which are common dominant societal traits."

"By being available and accessible to this reservation and its issues and/or problems."

"By providing local and state news affecting California based Indians."

"By becoming more attuned to the issues and concerns of the Native American in his quest for suvival in the highly competive 80's, specifically in the areas of education of the dominant population to these issues and concerns."

"More information on Native American issues--positive or negative. Most of the news published is that of a negative nature (i.e., criminal cases, child abandonment)."

"Spread news around."

"Provide more air-time for those programs which already exist. Also provide better news coverage of news events as they affect the Indian community, including local, state and national issues and events."

"Be more objective in reporting news regarding Indian tribes. Stations in our area are biased concerning treaty hunting/fishing rights."

"By involving more Sac & Fox tribal people in the programs."

"By offering more community input in programming."

"Disseminate information regarding tribal events and federal/state relations with tribes."

"Allow council access to news media."

"By taking time to fully research and understand the implications to Indians of Indian news."

"By putting out information to the non-tribal listeners in the area, in such a way that the listener is entertained and educated at the same time."

"Update tribal members on current Native American news, assist young tribal members in applying for jobs, and hot to handle certain situations. Assist tribal women in understanding the importance of proper prenatal care and personal hygiene and birth control for younger tribal members."

"The local T.V. stations have attempted to relate tribal matters, but it seems they prefer negative connotations. This is during the 'news' hour."

"It can serve our area by making the people more aware of what is going on around them as far as Native American issues go."

"By giving us information about Native American news nationally."

"By increasing coverage of Native American events; by increasing station output to include isolated areas; by providing programs which include Native American language, culture and history."

"Broadcast and cover events that reflect our world accurately and consistently. Our people, specifically our children, need positive reinforcements of their own identity. I think educational programs (e.g. Indian Sesame Street) would be very beneficial and would encourage a positive reinforcement of identity."

"More involvement."

"It is a two-way street. Just as the radio and T.V. stations should be more assertive and interested in addressing tribal issues and airing tribal news, so too the tribe must assert itself with the media in getting issues and news aired."

"By providing Indian owned and/or operated radio, T.V. programming, or production centers. By letting tribally controlled and sanctioned news reach the people. By giving more air time, better press coverage and employing tribal members educated in the media fields."

"By making individuals aware of problems, happenings and information. Some people are just unaware. Provide our children and youth with information."

"Provide a means of informing the public or other Indians in the vacinity of services and activities on the Reservation."

"Provide on-site coverage of development activities on the Reservation upon request."

"As a rural tribe we would be best served by a system that gave residents more channel selection--either just locally or through satellite that also allowed local programming that could be developed by this tribe or together (magazine style) with the other 30 (approximate) tribes of the Pacific Northwest."

"If there are any tribal people interested, to have them report for stations the news affecting tribes."

"Television and radio can be better informed about Indians by gathering information directly from Indians."

"Broaden news coverage to include reports affecting Indians; reporting events of interest to Indians."

"Have special programs dealing with topics which are of concern to Indians. The young adults in my son's school laughed at the things which Indians must deal with, i.e. the "fish-ins" by various coastal tribes--Boldt Decision."

"by providing education and job opportunities for tribal members and tribal government communications."

"Provide relevant instructional information."

"Access to programming time, prime time, which is a weekend program."

"To provide programs about our heritage, or those addressing our needs, and to provide us with needed in-depth news and commentaries on Native issues. This would increas our pride and self-image as Native people and would gradually raise the consciouness of non-Indian people. We live in a highly racist white community where the media is constantly putting down Native people, i.e. only giving news about our crimes and alcoholism, never about our achievements or heritage."

"News coverage of tribal issues and confrontations with governments and the legal system. News of tribes in other parts of the country--there has been no coverage of (Hopi-Navaho-U.S. Government) Big Mtn. or Onadaga."

"By disseminating information of various sorts to tribal members because most no longer attend our public meetings."

"Announcing important events."

"Broadcast positive Indian views, late-developing state and national Indian legislation. Educate surrounding non-Indians to the Indian lifestyle."

"By keeping us informed as to the availability of free air time for community announcements or letting us know of any other community services they provide. Flandreau is not an especially active community in terms of a large number of programs or community activities and does not really notice the lack of adequate coverage."

"We do need to develop a local program. Train our young people in communication through the school system. For those not in school, train not only in T.V. but also set up a radio station. Need TA in developing any type of program."

"Provide information relevant to the Indian community. For example, Community Development Block Grants, policies, etc.,"

"Offer programs of interest to Native Americans, rather than programs of interest to non-Indians about native Americans."

"More Indian programming. Cable hook-up in order to receive public/educational stations."

"Be more sensitive to the needs of our community. The only thing that is on T.V. is how bad the Indians are. I hope that this questionnaire will help with some of our problems."

"It would be a valuable tool to our community only in dissemination of information/news/cultural aspects in our language."

"Developing programs in native languages. Programs should be aired at more reasonable hours, not just 7-8 a.m. on Sunday mornings, as they are now."

"By airing Oneida language and Oneida (or Iroquois) music, if only for an hour or so over the radio. As far as television, I personally would love to see more documentaries that were produced by Native Americans themselves."

"By being interested in Indian concerns."

"By being sensitive to Indian concerns."

"Through Choctaw language broadcasts."

"Could be used to strengthen the use of native language."

"By using a booster so we could get better reception on T.V. and radio, and putting programs on the air concerning Native Americans, by Native Americans."

"By airing educational and recreational programming for our entire community. We are extremely isolated in a small rural reservation."

"It could help the children learn more about their heritage."

"Television and radio should contact the Southern Tribal Chairmen's Association and request their assistance. Example: In San Diego County there are "17" Indian Reservations. In California, a total of "81" Reservations."

"Radio and television announcements covering tribal activities when asked."

"Have programs about Indians for the children and adults. More information on monies available to Indians for different categories."

More frequent airing of Public Service Announcements. More programs or spots dealing with Indian economic development. Promotions of Indian-owned businesses. More P.S.A.'s concerning cultural events."

"A tribal radio station--which is awaiting funding application review by NTIA/PTFP for construction grant."

"I think if we have a radio and television station here on the reservation. We get our television through the San Diego station. It would be nice to turn to one channel and see and hear things about our people, 'the American Indian.'"

"By doing programs that interest the tribe or on the kinds of business the tribe may be in."

"It can provide programming on life in isolated rural areas and its problems, with special sections on problems specific to Indian reservations."

The Native American Organization Survey. Respondents in the survey of Native American organizations were asked: "How can television and radio best serve Native American peoples?" Eighty percent of the organizations responded to this question, with many mentioning the need for more programs and better coverage (15 percent), the need to avoid negative stereotyping and present positive images (14 percent), the need for more news (11 percent), and the need to use media to reach non-Indians (11 percent).

One respondent felt that the survey asked the wrong question. "This is not the question!", the respondent wrote, "The question should be: How can Native American peoples learn to utilize and avail themselves of the services of TV and radio? We must learn how to "manipulate" the mass communication system to better serve our needs!"

Throughout the comments there was the constantly re-emerging theme of a "positive approach." One respondent summed it up by saying: "Let us see ourselves, our accomplishments, our talents. Let us show others." Other comments from the responding Native American organizations included:

> "It appears that only the negative or bad news about Indians is carried by TV and radio. I am sure there are positive things happening to the Indian people, but these positive or good news are not broadcast. Probably good news is not newsworthy."
>
> "Acknowledge our existance and do programming. We are ignored in virtually every media form, even when there is potential bloodshed the story is seldom covered."
>
> "By not emphasizing the negative, but by accentuating the positive activities and events in Indian Country."
>
> "By providing accurate, unbiased coverage of events relating to Native Americans."

"Highlight accomplishments rather than concentrating on negative aspects of Indian life."

"Get away from the "Our Red Brothers" attitude."

"By not promoting stereotypes and negative reporting on cultural maladjustment."

"To provide any coverage at all, but most importantly, to provide positive coverage rather than just negative coverage. Coverage of <u>important</u> issues to Native Americans."

"Thoroughly checking adverse news items. Seek out local Indian leaders, programs, as possible public education resources."

"Both mediums can tell both sides to a story. We Utes are setting on and are surrounded by oil shale and other mineable resources. There are numerous productions by the media concerning the development of these resources. They come out with their crews to do a one-day shoot, talking with non-reservation people, but never asking how the tribe feels about development off the reservation which will affect us one way or another. We're located some 150 miles from any T.V. station. Everything dealing with our area is a rush-rush afternoon shoot, with them caring less about what's aired so long as they make air time. As for radio, we are between three commercial stations, two of which are contrary to any feeling of the tribe. The other does allow air time for a weekly program of 15 minutes, but nothing controversial can be aired."

"Some are presently doing a good job, but some need a more positive approach--report good news and accomplishments in addition to the bad news. Spend more time visiting with and listening to local Indian people."

"Provide positive and truthful reporting of facts for news so consumers won't get wrong information."

"By producing good quality positive profiles of Indian people, with the assistance of Indian people; or having Indian people produce their own programs, like we do. We need to get out of this Negative Syndrome that seems to have a grip on Indian people. If we want to look for the negative, it's there. If we want to look for the positive aspect, it's there, too."

"Assist in viewing the proper outlook of Native Americans on important issues--not just when negative events occur."

"Stress the positive aspects of accomplishments."

"Stop news 'white outs.' Provide news about Indians without consideration of Indian population viewing. Indian news should be broadcast (and printed) everywhere."

"Stop airing only the negative. T.V. could follow radio in broadcasting a more positive view of the American Indian--including the American Indian view of himself/herself in today's society."

"Listen and let Native Americans express themselves without being edited to death."

"Give us equal time to respond to negative or non-Indian views of reservation and urban life."

"By being more receptive to Native American concerns and problems. Most radio and T.V. coverage is of a negative viewpoint rather than a positive one."

"By having a Native American T.V. program about and for Native Americans whereever there is a large group of them or on or near a reservation."

"By giving adequate exposure to the work being done by (not for) Native Americans. By refusing to broadcast stereotypical racial slurs, comments or programs denigrating the Native American and by screening programs for such slurs."

"By televising some of the successful endeavors of the Native Americans and by giving less attention to some of the negative images portrayed by the news media."

"By being aware of issues concerning Native Americans and reporting them in a factual manner."

"Making people aware of Native American concerns, events and by giving a positive image of people."

"By getting away from traditional stereotypes and by improving broadcast materials."

"By having Native American staff members, by training Native American staff members, and by better communication with Native American organizations."

"Through P.S.A.'s, providing coverage of subjects noted above [the topics list] and by providing training and jobs in media."

"Exposure of grass roots peoples' viewpoints and not the blanket-ass,apple, ass-kissing organizations and so-called 'Indian leaders.'"

"By allowing/forcing more depth in Native American affairs coverage--i.e., all aspects of Native affairs--culture and hard news."

"Have more Indians involved in the actual production and development of T.V. and radio programs."

"Community-owned stations and cooperation with bigger networks aimed at educating the general public."

"Give full coverage. Expand beyond broadcasting pow-wows, confrontations, and Thanksgiving episodes."

"Indian ownership and hiring of Indians in broadcasting."

"By presenting accurate information through better research of their information. A contact within the Indian community may help to insure accuracy. Many media people would rather ignore news events dealing with Indians rather than do the research necessary to provide balanced coverage."

"Cable via satellite in their own language."

"Report Indian events--even locally. Treat U.S./Indian contemporary problems as equally important as U.S./-State news."

"In all matters of education and cultural reinforcement."

"Go to Native people for information, research, etc., instead of non-Indians and books and films done about Native people. Let Native people speak for themselves, write for themselves, film for themselves. Take a stand once in awhile; dare to air controversy without keeping one eye on the censor. Equal time for equal issues."

"With Indian control, ownership and management. In our rural reservation, cable T.V. is a possibility. A low transmission FM radio station would adequately meet our needs."

"By asking for input;using news releases submitted; and using contact persons listed on the releases."

"Perhaps by airing a weekly special or T.V. series dealing with Native American life or a documentary concerning this type of subject."

"The tribe should own their own T.V. and radio station, then it could be done in Native language."

"More public service specials and more coverage during news broadcasts."

"By letting the viewpoint come directly from Native Americans. First, the Native American group should have media centers or media departments established to centralize, then disburse their own releases--and somewhere down the line, produce video or radio progams. Radio and T.V. have neglected the Native American /Alaska Natives. Negativism in news coverage is the 'stress point.' We need to let everyone know other functions of our Native American lives today!"

"De-emphasize urban militant Indian activities and do more in-depth coverage of modern-day reservation life, Alaska villages, education success stories, etc.,"

"Profiles of traditional tribal leaders and a series on Alaska Native history."

"Respond to Native news releases. Cover Indian events as they cover other local civic events."

"More programs and air time to Native Americans on various programs."

"All reservations should help produce regular, hard news programs on their local radio stations (should work with station managers) as well as more historical, cultural news aimed at both Native Americans and non-Indians on/near reservations."

"Tribal leaders could set up their own cable T.V. system for major reservation towns."

"N.A.S. college departments and other groups should produce far more programming for airing. Regional and national groups should harness these technologies for their own use much more aggresively."

"By hiring and/or providing more training and employment opportunities. By being more sensitive and aware and by seeking program material."

"By involving Indian people on talk shows, showing educational films locally and nationally that Indians can relate to or identify with. Include Indians on advertisements, especially young people (this is up for debate or questionable). Do something that is positive and not stereotyping or showing only the negative!"

"Specific programming for Native Americans."

"Develop all-Indian radio and TV stations within the reservation."

"More coverage on special events of Native American interest."

"Once Indians decide what they want, more Indians in the industry will accomplish what's necessary."

"Have more Native American informational programs such as cable station 13 has of Alaska groups. They could have a program to describe the background of a certain tribe in the area and enlighten the public of the history of the tribe."

"By broadcasting the total picture and not just what someone or some interest group tells them. The networks and radio do not dig very much about the Indian side of the picture. It's one-sided."

"Entertainment shows of Indian people; educational shows for Indians; shows educational to non-Indian society; training in self-esteem, job search, speaking, etc.,; tribal health; educating non-Indians on tribal ways and views."

"Providing information. Get information from Native Americans."

"Time for Native American programming--by us, for us. Unbiased reporting. Informational, factual presentations on Native Americans. Factual, unbiased presentation of Native American viewpoints in controversial situations."

"More receptiveness to urban Indian organizations and familiarization with the functions and activities of the local organizations and Indians within certain areas; i.e., Statewide Indian Cultural Festival, Annual Powwow, Indian Heritage Week, etc."

"The best way to serve the Native American peoples is to develop the working relationships between Indian tribal governments and Indian organizations. These are the entities that project the pulse of a community. This will be your doorway to creative services to the Native American peoples."

"Acknowledgement of the Native American population and their special problems would help greatly."

"Air P.S.A.'s when they are sent to stations for airing. I send P.S.A.'s every month to about 10 stations, but only 1-3 will air the P.S.A.'s at all or during major listening hours (6 am-10 pm). The stations might include in their programs interviews with staff at this Indian Center."

"With American Indian oriented programs and news."

"Possibly through documentary presentations which would provide a picture of the life of the people that includes more than descriptions of their problems."

"They should always keep informed or in contact with the tribes and Indian Organizations and the good things they are doing for the American Indians and not just news on the problems the tribes are having."

"I believe the best thing communications can do for Native Americans is present the effects of the dominant society on the reservations and in urban areas. Help the people understand the political process of society and the reservation- level effects of the process."

"Present positive and progressive achievements."

"By telling the Native American peoples' story truthfully, in all aspects of their lives--past and present."

"By providing Indian news and educational programming."

"By providing encouragement for local talent, by providing technical assistance and periodic 'hands on' access to equipment with supervision and advice."

"Devote more time on regular newscasts to 'Indian news' in areas with a large Indian population. Use more Native Americans in commercials and as role models in programming."

"By airing Native American programs."

"Use Indian journalists, producers and managers within the mainstream of broadcasting."

"Having Native Americans more involved with radio and T.V. as reporters, newscasters and management."

"It has been the experience of the Red Lake Band that media coverage is always based exclusively on 'bad' news. (In fact, as you may recall in 1980 Red Lake received national news coverage--but only of the sensationalized negative aspects of an event that demanded much more in-depth coverage.) For these reasons, and others--including the purposeful oversight of the newly proposed Public Radio station to consider Red Lake or Ojibwe needs--the Red Lake Band is seeking its own FM radio stations (one main channel and one Ojibwe subchannel) and a low-power television station."

With the production tools essential to these stations, programming will be produced and distributed that speaks to Red Lakes' needs."

"News, Public Service Announcements, Indian music."

"Point out needs, concerns, and contributions of Indian people. Inform and educate. Avoid only romanticized and stereotypical coverage. Be more willing to do feature stories rather than need some special 'hook' for single event news coverage. Balance fishing rights demonstration coverage with background reports on treaties and legal rights of Indians."

"Native Americans need to break in to commercial radio and T.V. in all areas."

"Perhaps a questionnaire to the individuals on what they feel is valuable to them."

"Adequate news coverage--rapidly and accurately."

"More air time during what they call 'prime time.'"

"Native Americans need training and access so that they can do it themselves."

"To provide the opportunity for public participation by American Indians for the purpose of informing the general public on issues dealing with barriers blocking our enjoyment of the basic neccesities of life."

"It can promote cultural awareness among all peoples, and it can inform Native Americans of current happenings."

"By using the voices of those involved directly--the Native American viewpoint."

"'Indian Hour' type programs with an Indian host."

"Accurate reporting of Indian problems and accomplishments."

"By portraying the immediate problems and not waxing sentimental about cultural events. Portray the Native American life as it is for them today. Don't focus on Tribal customs, culture and arts as a way of recognizing the Native Americans in the station's service area."

"By employing knowledgeable Native Americans and giving them air time. We need to be visibly represented."

"Present more programs designed for American Indians."

"Educating and sensitizing urban people."

"In rural areas television stations and radio stations are usually tuned in from miles away, and many stations do not have talk shows, programs, etc. that provide informative, educational broadcasts for Native Americans. Stations should inform the public that they can participate in programs to let their communities know what their concerns are, what they are involved in, etc.,"

"Provide more radio and television exposure on the local level. Provide news items pertinent to Indians."

"Employ Native American announcers or disc jockeys. Seek more news from Native Americans. Do in-depth discussion on issues relating to Native Americans."

"Equal time, equivalent to populace of area."

"Making the general population aware of the problems of the Indian population. Education of the Indian population."

"In Louisiana, in particular, public awareness is lacking. It is safe to assume that 4/5 's of the population is unaware that Native Americans exist in this state, much less the problems facing them as a people. The greatest service which boradcasting could provide Indians in this state would be to create this awareness in a positive light."

"By educating the general public about special rights of American Indians--treaties, governments, etc.,"

"Inform the non-Indian community of the many plights of American Indians."

"By informing the general public so that they will understand the Native American culture."

Both media need to point out to the public at large what is going on in the American Indian community. There is little awareness of American Indian people --where they've been, where they are going, etc.,"

"Provide opportunities to educate the general public to dispel myths about 'Indians.'"

"The education of non-Indians."

The Public Television Station Survey. Respondents in the survey were asked: "How can public television best serve the Native Americans in your broadcast signal coverage area?" Most of the stations--61 percent--did not answer this question. The most frequent responses mentioned general audience programming (8 percent) and target audience programming for Native Americans (8 percent).

Several of the respondents mentioned the need for increased Native American involvement. One respondent wrote: "By making a better attempt to find out what Native Americans really want from TV, not what we think they want or what we think they ought to want." Other comments from the public television stations surveyed included:

> "More programs concerning their interests."
>
> "Programming news."
>
> "Describe the life on an Indian Reservation--past and present. Tell how the 'worst' land was given to the Indians, yet oil and gas has been discovered on some and the whites are still greedy. Tell how there is still discrimination and the mistaken notion that Indians are 'given' so much."
>
> "With some target programming."
>
> "Continue to work with Native Americans on programming for local, state and national distribution."
>
> "Creating awareness in the Native American community of programs of interest."
>
> "By introducing them to the overall quality television in our schedule and by showing Native Americans in a positive, dynamic and thoughtful light."
>
> "Quality artistic series/programs."
>
> "Programs on tribal history for the Northwest Florida area."
>
> "By providing programming of interest to them."

"Our station feels the need to begin producing a regularly scheduled and promoted local production on Indian persepectives. Any programming that could supplement or be integrated in this local production would be of service."

"By presenting Native Americans in national and local programming in a positive role to help change the stereotype of Native Americans which has been created by the media."

"By providing program content that is practical, entertaining and informative with positive images."

"Provide money ear-marked for Native American (I prefer American Indian, this provides an international definition) programs."

"We think we are doing a reasonably good job. With more money we would do more programming."

"Covering specific issues re Native Americans in our general audience public affairs programming. Scheduling the best available programming."

"Provide the specialized programming that is indicated by Native Americans after a local survey or specialized research."

"An awareness of needs, interests, and concerns of our Native American Indian population would benefit everyone in our community. We are working to build a relationship with our area Indians. This process takes time."

"Difficult territory., There are numerous small reservations, generally isolated, with no evident communication among themselves, and most frequently out of our service areas. We made modest attempts to do some special programs in past years but have not done so recently. American Indian Artists was very well received by the general community."

"It has been my experience that basic, good, informative programming benefits all viewers. By Native American programming don't you really mean getting Native Americans on air?"

"We already do by airing instructional programs to help all school children, GED to help drop-outs get a high school diploma and higher ed telecourses to enable working citizens to earn a college diploma. We do not air old Western movies or programs that would stereotype Native Americans."

"As far as we know there is no significant Native American audience within our coverage area. The only programs that would be of interest to use would be those that are geared to the general audience."

"For the limited number here, they need help in assimilation into an urban society. Not sure television the best vehicle to do this."

"Due to extremely limited numbers of Native Americans in our coverage area, this station's interest in strictly Native American programming is quite limited. If such topics were included in general audience programming, however, we would seriously consider any programming that was made available, provided such programming were balance in its approach."

"We have so few I don't know what to suggest. We hope they benefit by the many educational and cultural programs we offer."

"Continue to provide quality programming which can be mainstreamed into a high visibility schedule."

"By explaining the Indian point of view to the general public and create understanding in the process."

The Public Radio Station Survey. All respondents in the survey were asked: "How can public radio best serve the Native Americans in your broadcast signal coverage area?" Over half--55 percent--of the public radio stations surveyed did not respond to this question. In contrast with the findings from the public television stations survey, comments on the need for general audience programming from the public radio stations responding outnumbered the comments about target audience programming by three to one. Eighteen percent of the public radio stations surveyed cited general audience programming as the best way to serve Native Americans as compared with 6 percent citing target audience programming.

Comments from the responding public radio stations also mentioned the need to identify Native American audiences and the need

for Native American participation and involvement. One respondent wrote that public radio could best serve Native Americans "only with reliable and consistent Native American participation." Other comments from the radio stations surveyed included:

> "With great difficulty. Population concentrations are far too low to justify separate programming...or perhaps more accurately, to make it feasible for a station highly dependent on listener support. Low power stations serving distinct Native American communities, e.g. Rama, seem most feasible from programming/audience standpoint, but are exceedingly difficult to finance."
>
> "Continue to expand coverage of Native American issues during our general audience programs."
>
> "By reporting Native American interests to the general audience."
>
> "General audience programming about/with Native Americans."
>
> "Provide programs of general interest which also apply to the Native American."
>
> "Regular programming on stations serving specialized audiences--health education, job info, self-improvement. Tone down breast-beating. Need positive info."
>
> "By holding Native Americans' interest thru creative blend of information (above categories and more) and musical entertainment--this is what we now do."
>
> "First we would have to determine who our Native audience is. Because we have some limited audience it would not be feasible for us or them to air a special type program for them. It would be best for us and them to air a general audience program."
>
> "Through special interst programming which is locally produced."
>
> "Produce some well-produced programs for a general audience."
>
> "By producing programming intended for a general audience to promote understanding of the programs and unique cultural contributions of Native Americans."
>
> "Ascertain first if there are any there."
>
> "Identify the potential listenership."

"Information about Native Americans (sociological, historical) which clarifies rather than stereotypes. Important for dominant Anglo audience to know much more about Native Americans in urban society. Images of Indians was an excellant program example--produced by KCTS Seattle for P.B.S."

"There are so few Native Americans in our area that we believe their informational needs are best served by media other than broadcasting. Our responsibility, since there are no Native Americans here, is to educate the general public about Native American issues, culture, etc.,"

"By broadcasting programs which interpret their culture and their problems in American society."

"We can get them involved in producing shows--just generally get involved with the station."

"We can make sure we produce shows/have them in our broadcast schedule which cover issues of importance."

"If you can identify a significant Native American audience in our listening area, we could then consider how to serve them."

"By 'integrated' programming, rather than 'segregated' programming. Programming which causes each group to see and understand the other's perspective on matters."

"Better press coverage."

"Probably by developing and airing programs dealing with the areas you've indicated. Our lack of such programming does not necessarily reflect a total lack of awareness or concern. It does reflect an extremely limited staff and budget. Your list of issues in Question 9 is admirably comprehensive. I suggest you contact N.P.R. about nationally aired programming; this questionnaire reflects local efforts, to the best of my knowledge."

"By getting our signal into the Riverton/Lander area, which would serve Native Americans on the Wind River Reservation. We are working on this project, but it will take a few years. We are developing a program exchange with other non-commercial stations, which could potentially incorporate programming for/about Native Americans (the Reservation Council is thinking about starting a 10-watt station, which would be a great asset along these lines.)"

"By airing issues that concern them and getting them to tune in."

"By presenting programs about their history, culture, and the need to adapt to various degrees. Presenting programs that will educate the general public which will in turn benefit the Native American population by breaking down the derogatory stereotypes and bring an understanding of the preferred differences."

"The system (or somebody) can provide more programs that are both for the Indian people and the general audience."

"Even with our power increase, over 95% of our potential audience will not be Native American. The best thing we can do is carry more information about, but not necessarily for, Native Americans. Stations serving areas where the Native American population is larger should program for this population."

"Have Native American broadcast needs sent to station. Send P.S.A.'s. Put us on a news release mailing list. Forward available programming to the station."

"There are no measurable Native American populations within our listening area. Public radio in Richmond can best inform a general population about Native populations."

"Probably by educating the general audience about their concerns. The best format for us is modular--5-to-10 minute features on aspects of Native American life."

"Provide more programs by and for Native Americans. Provide more funding for independent producers."

"KUSD produces a weekly, half-hour program called 'Sioux Perspective.'"

"The few Native Americans in our coverage area are on the fringe of our day/night patterns. Most of our listeners are non-Indians. Therefore, programs of an educational nature (about Native Americans) are needed for our general audience."

"There are not very many Native Americans in our area. I have spoken with representatives of local Indians. We have broadcast P.S.A.'s about their meetings. However, there's really not much else for us to do."

"Training/employment of Native Americans in broadcasting."

"By continuing on the air!"

"Include items relating to Native Americans on the network news programs--'All Things Considered' and 'Morning Edition.'"

"To provide programs of general interest--topics that a non-Indian audience would be interested in and would benefit from upon hearing the program."

"Magazine type format with music, current affairs, folklore of the Ottawa, Ojibway, Potowanimi, Oneida, and Menominee Indian people."

"We are a Spanish language public radio station. We have worked with Native American youth in producing a weekly, one-hour program. Currently, however, we really don't have a program specifically for Native Americans, but are interested in promoting a better awareness between Native Americans and Chicanos as well as the dominant society. Please let us know if we can help in any other way."

"We have a unique situation in that our station provides a number of programs and news coverage to national Indian issues. And we do have in our listening area a small group of people who in the late 1950's received state recognition as Haliwa Saponis. However, they have refused all our efforts to involve them in programming and they made no response to the programming on national issues--although the non-Indian community has responded favorably."

"There are no numbers to reach in our area. The audience for programming serving Native Americans doesn't exist."

"As a new station, we must engage in a major public awareness effort. Too many people, especially in rural areas, are not yet aware that we exist. We have recently applied for a public awareness grant."

"I'm not trying to be negative! It's just that we are a classical music station (71%) and the public affairs we use comes from N.P.R. There is very little specialized programming on the air for target audiences. Since no station in Connecticut uses the classical format, we believe we should continue to do so."

"There is such a very,very small percentage of Native Americans in our coverage area that we tend to concentrate our efforts in other areas. Killeen, because of Ft. Hood, has a larger Samoan or Korean population than Native American. We feel we can best serve our local audience by trying to diversify ourselves in their direction."

"While our station would not be an appropriate outlet for Native American programming, our market is served by another Public station who may serve this need."

"Very few Native Americans in our ceverage area and don't know how many would listen to a classical/fine arts station."

"Given that I don't know of any Native Americans in our area--I am at a loss to be of any help on this question."

"In training to develop capability for planning and operating a station on the reservation. (KUAT Papago project--4 trainees, 18 months--completed). Weekly time for radio program to Papagos until station is activated. Modular segments 3½-5 minutes long would be useful in existing program vehicles and for exchange."

"Limited access to Indian population with our signal."

"Native language broadcasts; community event announcements; news in Native language; basketball games; village news; bring Native youth to station for training; bring Native old to station for training; bring Native youth and old to station for a visit."

SUMMARY

Concerning Native American media needs, the key findings of the four surveys--tribes, Native American organizations, public radio stations, and public television stations--can be summarized as follows:

1. The Native American demographic group with the greatest need for special programming according to the tribes surveyed was Children 6-12 (29 percent) and according to the Native American organizations surveyed, it was Reservation/Rural Indians (26 percent).

2. The possible topic for radio and/or television programming for Native Americans most frequently mentioned by both the responding tribes and the responding Native American organizations was Jobs/Employment (21 percent of both).

3. From the perspective of the public television stations surveyed, the Native American program topics with the greatest interest for their audiences were Tribal History and Profiles of Outstanding Native Americans (both 20 percent).

4. According to the public radio stations surveyed, the Native American program topic with the greatest interest for their audiences was Profiles of Outstanding Native Americans (17 percent).

5. According to the tribes surveyed, radio and television can best serve Native Americans by providing News and in-depth News (15 percent) and by providing information to Native Americans (13 percent).

6. From the perspective of the responding Native American organizations, radio and television can best serve Native Americans by providing more programming and coverage (15 percent) and by avoiding stereotypes and presenting positive images of Native Americans (14 percent).

7. The public television stations surveyed were equally divided--8 percent--on having public television best serve Native American populations through general audience programming and through special target audience programming.

8. Among the public radio stations surveyed, 18 percent felt that public radio could best serve Native Americans through general audience programming.

METHODOLOGY

The overall study of Native American media needs was based on four surveys: (1) a survey of tribes, (2) a survey of Native American organizations, (3) a survey of public (non-commercial, or educational) radio stations, and (4) a survey of public (non-commercial, or educational) television stations. On 28 October 1981 questionnaires were mailed out to 342 tribes, to 434 Native American organizations (including urban Indian organizations and centers, Native American media organizations, educational organizations, and groups and organizations on reservations), to 213 public radio stations (including some low-power community stations not affiliated with National Public Radio), and to 166 public television stations.

The materials mailed out included a cover letter from Frank Blythe (executive director of the Native American Public Broadcasting Consortium) requesting that the questionnaire be completed and returned to NAPBC by December 1st, and a stamped, return mail envelope. Two post cards were subsequently sent to non-respondents reminding them to complete the questionnaire.

By 21 December 1981, questionnaires had been returned by 140 Native American organizations, by 109 tribes, by 103 public radio stations, and by 75 public television stations. Thirty-three organization questionnaires and 13 tribal questionnaires were returned as undeliverable. The four surveys thus had response rates of 35 percent for the Native American organizations, 33 percent for the tribes, 48 percent for the public radio stations, and 45 percent for the public television stations.

The four sets of questionnaires were not identical, but they did contain some identical sections to allow comparison among the four groups. Data from the 1978 survey, Native American Media Needs: An Assessment, by Laurell E. Schuerman, Frank M. Blythe, and Thomas J. Sork, were used in developing the questionnaires. The questionnaires were written by E. B. Eiselein and Frank Blythe.

Data processing and statistical analysis was done by E. B. Eiselein and Judith Doonan using the computer facilities of Authors and Anthropologists Services of North America, Inc. (P. O. Box 919, Kalispell, MT 59901).

THE TABLES

The statistical data from the surveys are summarized in the tables which follow. In using these tables please note the following:

1. All numbers in the tables are percentages and like all statistical measure they are subject to a margine of error.

2. Data for columns labeled "Tribes" are based on a sample of 109 tribes responding to the survey.

3. Data for columns labeled "Orgs" are based on a sample of 140 Native American organizations responding to the survey.

4. Data for columns labeled "PTV" are based on a sample of 75 public television stations responding to the survey.

5. Data for columns labeled "PTV NA pop" are based on a sample of 49 public television stations responding to the survey which indicated a Native American population in their broadcast signal coverage area.

6. Data for columns labeled "Radio" are based on a sample of 103 public radio stations responding to the survey.

7. Data for columns labeled "Radio NA pop" are based on a sample of 58 public radio stations responding to the survey which indicated a Native American population in their broadcast signal coverage area.

TARGET AUDIENCES

	percent indicating each demographic					
	all tribes			all organizations		
	great need	some need	no need	great need	some need	no need
Children 2-5	60.6	27.5	3.7	39.3	32.1	5.7
Children 6-12	63.3	26.6	2.8	53.6	30.0	1.4
Teenagers	61.5	29.4	2.8	65.7	23.6	2.9
Young Adults 18-24	56.0	33.9	2.8	67.9	22.1	1.4
Women	51.4	38.5	3.7	53.6	31.4	1.4
The Elderly	65.1	25.7	1.8	59.3	27.9	0.7
Urban Indians	45.0	25.7	12.8	55.0	25.0	3.6
Reservation/Rural Indians	65.1	24.8	2.8	62.1	26.4	1.4

DEMOGRAPHIC WITH GREATEST NEED FOR SPECIAL PROGRAMMING

	percent indicating demographic	
	tribes	orgs
Children 2-5	16.5	12.1
Children 6-12	29.4	20.0
Teenagers	22.0	20.7
Young Adults 18-24	14.7	13.6
The Elderly	16.5	10.7
Women	2.8	3.6
Urban Indians	6.4	16.4
Reservation/Rural Indians	17.4	26.4

TOPICS INDICATED AS "VERY IMPORTANT"

	percent indicating topic very imprtnt	
	tribes	orgs
Jobs/Employment	68.8	59.3
Tribal History	58.7	47.9
Native American Art	29.4	21.4
Alcoholism	69.7	63.6
Native American Music	27.5	20.0
Health Care	63.3	59.3
Tribal Government	56.0	48.6
Fishing/Hunting Rights	47.7	37.9
Powwow Information	11.0	15.0
Self Improvement	43.1	42.1
Native American Language	46.8	33.6
Mineral/Water Rights	52.3	42.1
Native American News	58.6	61.4
Nutrition	38.5	47.1
Adult Education	49.5	43.6
Treaty Rights	46.8	43.6
Tribe/State Relations	60.6	52.1
How to Deal With the Dominant Society	50.5	46.4
Profiles of Outstanding Native Americans	42.2	38.6
Legal Services	62.4	49.3
Children's Programs	60.6	53.6

TOPICS INDICATED AS "GREAT INTEREST"

	percent indicating "great interest"			
	PTV	PTV NA pop	Radio	Radio NA pop
Jobs/Employment	25.3	28.6	21.4	32.8
Tribal History	38.7	51.0	35.9	50.0
Native American Art	42.7	49.0	35.0	53.4
Alcoholism	20.0	26.5	20.4	37.9
Native American Music	29.3	38.8	35.0	50.0
Health Care	21.3	26.5	18.4	27.6
Tribal Government	6.7	10.2	18.4	27.6
Fishing/Hunting Rights	20.0	26.5	20.4	32.8
Powwow Information	5.3	8.2	5.8	10.3
Self Improvement	18.7	26.5	13.6	19.0
Native American Lang.	8.0	12.2	8.7	15.5
Mineral/Water Rights	20.0	22.4	21.4	36.2
Native American News	8.0	12.2	14.6	25.9
Nutrition	8.0	10.2	13.6	19.0
Adult Education	13.3	16.3	7.8	12.1
Treaty Rights	9.3	10.2	26.2	39.7
Tribe/State Relations	17.3	22.4	26.2	43.1
How to deal with the dominant society	14.7	18.4	20.4	32.8
Profiles of outstanding Native Americans	46.7	51.0	34.0	55.2
Legal Services	10.7	12.2	16.5	25.9
Children's Programs	26.7	36.7	15.5	25.9

TOPICS INDICATED AS "NOT IMPORTANT"

	percent indicating topic not imprtnt	
	tribes	orgs
Jobs/Employment	1.8	2.9
Tribal History	0.9	2.9
Native American Art	3.7	8.6
Alcoholism	1.8	2.1
Native American Music	3.7	6.4
Health Care	1.8	1.4
Tribal Government	3.7	6.4
Fishing/Hunting Rights	6.4	9.3
Powwow Information	22.0	20.7
Self Improvement	4.6	3.6
Native American Language	3.7	9.3
Mineral/Water Rights	3.7	8.6
Native American News	1.8	2.9
Nutrition	5.5	2.9
Adult Education	2.8	5.0
Treaty Rights	4.6	2.9
Tribe/State Relations	4.6	3.6
How to Deal with the Dominant Society	2.8	5.0
Profiles of Outstanding Native Americans	3.7	6.4
Legal Services	1.8	2.9
Children's Programs	0.9	3.6

TOPICS INDICATED AS "NO INTEREST"

	percent indicating "no interest"			
	PTV	PTV NA pop	Radio	Radio NA pop
Jobs/Employment	12.0	12.2	14.6	10.3
Tribal History	2.7	4.1	7.8	3.4
Native American Art	1.3	2.0	4.9	1.7
Alcoholism	8.0	6.1	12.6	8.6
Native American Music	8.0	10.2	7.8	5.2
Health Care	9.3	6.1	18.4	15.5
Tribal Government	22.7	22.4	20.4	10.3
Fishing/Hunting Rights	24.0	18.4	23.3	13.8
Powwow Information	28.0	22.4	29.1	17.2
Self Improvement	8.0	2.0	21.4	19.0
Native American Lang.	26.7	28.6	20.4	20.7
Mineral/Water Rights	17.3	10.2	17.5	10.3
Native American News	21.3	16.3	26.2	15.5
Nutrition	8.0	6.1	25.2	19.0
Adult Education	9.3	8.2	27.2	17.2
Treaty Rights	14.7	12.2	17.5	6.9
Tribe/State Relations	14.7	10.2	18.4	8.6
How to deal with the dominant society	10.7	12.2	17.5	13.8
Profiles of outstanding Native Americans	4.0	4.1	4.9	3.4
Legal Services	14.7	10.2	21.4	10.3
Children's Programs	8.0	8.2	25.2	17.2

TOPICS INDICATED AS "MOST IMPORTANT"

	percent indicating topic most imprtnt	
	tribes	orgs
Jobs/Employment	21.1	21.4
Tribal History	5.5	0.7
Native American Art	0.0	0.7
Alcoholism	15.6	8.6
Native American Music	0.0	0.0
Health Care	5.5	7.1
Tribal Government	9.2	7.9
Fishing/Hunting Rights	5.5	1.4
Powwow Information	0.0	0.0
Self Improvement	5.5	5.7
Native American Language	2.8	4.3
Mineral/Water Rights	3.7	1.4
Native American News	8.3	10.7
Nutrition	2.8	2.1
Adult Education	1.8	1.4
Treaty Rights	4.6	6.4
Tribe/State Relations	7.3	6.4
How to Deal with the Dominant Society	8.3	11.4
Profiles of Outstanding Native Americans	1.8	2.1
Legal Services	0.9	2.1
Children's Programs	1.8	7.1

TOPICS INDICATED AS "GREATEST INTEREST"

	percent indicating "greatest interest"			
	PTV	PTV NA pop	Radio	Radio NA pop
Jobs/Employment	4.0	4.1	8.7	10.3
Tribal History	20.0	22.4	10.7	10.3
Native American Art	14.7	12.2	13.6	17.2
Alcoholism	1.3	0.0	2.9	5.2
Native American Music	4.0	6.1	13.6	8.6
Health Care	0.0	0.0	0.0	0.0
Tribal Government	1.3	2.0	0.0	0.0
Fishing/Hunting Rights	6.7	8.2	5.8	10.3
Powwow Information	0.0	0.0	0.0	0.0
Self Improvement	2.7	4.1	1.0	0.0
Native American Lang.	0.0	0.0	0.0	0.0
Mineral/Water Rights	5.3	6.1	6.8	10.3
Native American News	0.0	0.0	3.9	5.2
Nutrition	0.0	0.0	0.0	0.0
Adult Education	0.0	0.0	1.0	1.7
Treaty Rights	2.7	4.1	4.9	6.9
Tribe/State Relations	4.0	6.1	5.8	5.2
How to deal with the dominant society	4.0	4.1	5.8	5.2
Profiles of outstanding Native Americans	20.0	20.4	16.5	17.2
Legal Services	0.0	0.0	0.0	0.0
Children's Services	6.7	8.2	3.9	3.4

OTHER TOPICS SUGGESTED BY TRIBES AND ORGANIZATIONS

	pct indicating	
	tribes	orgs
Education/Schools	4.6	8.6
Tribe/Federal Relations	2.8	5.0
Self-Determination/Sovereignty	5.5	0.7
Economic Development	2.8	4.3
Voting/Voter Education/Voting Rights	2.8	2.1
Survival of Indians & culture	0.9	2.1
Bureau of Indian Affairs	2.8	0.0
Drug Abuse/Drug Education	0.9	1.4
Women's Issues	0.9	1.4
Tribal Management	0.0	1.4
Traditional Health/Holistic Health	0.9	1.4
Native American Sports	0.9	2.1
Traditional Foods	0.0	1.4
Traditional Values	0.9	1.4

HOW CAN RADIO AND TV BEST SERVE NATIVE AMERICANS?

	pct indicating	
	tribes	orgs
No response	25.7	19.3
News/In-Depth News	14.7	10.7
More Programs/Better Programs/More Coverage	7.3	15.0
Provide Information	12.8	0.0
Avoid Stereotypes/Provide Positive Image	5.5	14.3
Improved Media Access & Sensitivity	6.4	8.6
Involvement of Native Americans	10.1	10.0
General Audience Programming	0.9	10.7
Native American Media	5.5	7.9
Employment & Training	3.7	7.1
Native Language Programs	5.5	0.7
Programs on Culture & History	4.6	0.0
Provide Native American Viewpoints	0.0	5.0
Target Audience Programs	2.8	4.3
Public Service Announcements	4.6	2.9

HOW CAN RADIO AND TV BEST SERVE NATIVE AMERICANS, continued

	pct indicating	
	tribes	orgs
Children's Programs	3.7	0.0
Educational Programs	2.8	2.9
Local Programs	2.8	0.0
Cable TV	1.8	0.0
Better Signal	1.8	0.0
Research	0.0	1.8

HOW CAN PUBLIC BROADCASTING BEST SERVE NATIVE AMERICANS?

	pct indicating	
	PTV	Radio
No Response	61.3	55.3
General Audience Programming	8.0	17.5
Target Audience Programming	8.0	5.8
Present Native Americans in a Positive Role	4.0	0.0
Identify Native American Audiences/Research	2.7	3.9
Programming on Art/History/Culture	2.7	1.9
News	1.3	2.9
Training and Employment	1.3	2.9
Native American Involvement	1.3	2.9
Public Service Announcements	0.0	1.9
Program modules	0.0	1.9
Native American Music	0.0	1.9

PUBLIC BROADCASTING AND NATIVE AMERICANS

by

E. B. Eiselein, Ph.D
Research Consultant
Authors and Anthropologists Services of North America, Inc.

The information in this report is based on completed questionnaires from 75 public television stations and from 103 public radio stations. This study was made possible by grants from the Markle Foundation and the Corporation for Public Broadcasting.

Prepared for:

NATIVE AMERICAN PUBLIC BROADCASTING CONSORTIUM
P. O. Box 83111
Lincoln, NE 68501

December 1981

TABLE OF CONTENTS

page

Introduction.....1

The Public Stations and Native Americans.....2

Native American Population.....2

Native American Response to Programming.....2

Native Americans on Advisory Boards.....3

Native American Employment.....3

Programming Activities.....4

Aired General Audience Programming About Native Americans.....4

Produced General Audience Programming About Native Americans.....4

Aired Special Programs for Native Americans.....4

Contacted Native American Leaders as a Part of Ascertainment.....5

Conducted Any Special Audience Research on Native Americans.....5

Aired PSA's for Native American Group.....5

Produced Program Material With a Native American Group.....5

Produced Instructional Material for Native American Children.....6

Used the NAPBC Library.....6

Projected Programming Activities.....7

Air General Audience Programming About Native Americans.....7

Produce General Audience Programming About Native Americans.....7

Air Special Program Material for Native Americans.....7

Conduct Special Audience Research on Native Americans.....8

Public Radio Production of Native American Material.....9

Produced by Your Own Station.....9

Produced by Another Public Radio Station.....9

Produced by an Independent Indian Producer.....9

Produced by a Native American Group.....9

Produced by an Independent Non-Indian Producer.....10

Could Produce Native American Programs for Exchange.....10

Summary.....11

Methodology.....12

The Tables.....14

LIST OF TABLES

page

The Public Stations and Native Americans.....15

Native American Response to Public Radio and Television Programming.....16

Native American Employees.....17

Programming Activities.....18

Projected Programming Activities.....19

Public Radio Production of Native American Material.....20

Type of Stations.....21

INTRODUCTION

Most public (non-commercial or educational) radio and television stations have a Native American population in their broadcast signal coverage area, but only a few of them have aired programs for Native Americans in the past year (1981). According to a Fall 1981 mail survey in which 103 public radio stations and 75 public television stations participated, 56 percent of the radio stations and 65 percent of the television stations indicated that they had a Native American population in their coverage area. While virtually all of the stations surveyed indicated that they had aired programming about Native Americans, only 39 percent of the television stations and 24 percent of the radio stations aired programs for Native Americans.

The survey of public radio and television stations was undertaken by the Native American Public Broadcasting Consortium as a part of a larger study on Native American information needs. The complete study, made possible by grants from the Markle Foundation and the Corporation for Public Broadcasting, included four mail surveys: (1) Native American tribes, (2) Native American groups and organizations, (3) public radio stations, and (4) public television stations.

The present report, one of three reports based on the study, focuses on public radio and television service to Native Americans and is based primarily upon data from the public radio and public television surveys. Other reports from the study include: Serving Native American Needs (using data from all four surveys) and Native Americans and Broadcasting (based on data from the tribal and organizational surveys).

THE PUBLIC STATIONS AND NATIVE AMERICANS

Native American Population. Most of the public television stations and public radio stations surveyed indicated that they had a Native American population in their broadcast signal coverage area, though several stations noted that this population was quite small. Among the stations there is a slight pattern of community radio and television stations being less likely to indicate having a Native American population, while University stations and school radio stations were more likely to indicate having a Native American population.

Comparing data from the stations with that from the tribes, we find that while 65 percent of the responding public television stations indicated a Native American population, 70 percent of the tribes surveyed indicated that they received a public television signal on their reservation or tribal area. With regard to public radio, 56 percent of the stations surveyed indicated a Native American population in their coverage area, while only 26 percent of the tribes said they received public radio on their reservations or tribal areas (see Native Americans and Broadcasting.)

Native American Response to Programming. The responding public television stations and public radio stations were asked: "Has your station had any Native American response to your general audience, special audience, or instructional programming?" The survey found that only 29 percent of the public television stations and 18 percent of the public radio stations had had Native American response to their programming. Among those stations with a Native American population, 36 percent of the public television stations and 31 percent of the public radio stations had had a Native American response to their programming.

Generally the public television stations and public radio stations surveyed indicated that Native American response had been to general audience programming rather than to special audience programming or instructional programming. Furthermore, the response tended to take the form of personal contact and/or telephone calls rather than letters. Less than half of the stations which had had Native American response to programming indicated that this response had been in the form of letters.

Native Americans on Advisory Boards. Only 24 percent of the public television stations surveyed and 16 percent of the public radio stations surveyed reported that a Native American served on their advisory boards or committees. Among those public stations surveyed with Native American populations, 37 percent of the television stations and 26 percent of the radio stations had Native Americans on their advisory boards or committees.

Native American Employment. Only 16 percent of the responding public television stations and 14 percent of the responding public radio stations reported that they employed Native Americans. Among those stations which employed Native Americans, one-third of the public television stations indicated that they had Native American producer/director/writers and/or engineers. Among the public radio stations with Native American employees, nearly two-thirds indicated that they had Native American announcers, and 43 percent reported Native Americans as managers/supervisors.

PROGRAMMING ACTIVITIES

All of the public radio and public television stations in the two surveys were asked a series of questions about their programming activities during the past year (1981). These questions and the stations' responses are described below.

Aired General Audience Programming About Native Americans? Virtually all of the stations--93 percent for responding public television stations and 83 percent for responding public radio stations--indicated that they had aired general audience programming about Native Americans.

Produced General Audience Program Material About Native Americans? While nearly all of the stations had aired programs about Native Americans, only 32 percent or the responding public television stations and 36 percent of the responding public radio stations had actually produced material about Native Americans. Among those stations with a Native American population, 43 percent of the public television stations and 55 percent of the public radio stations had produced Native American materials.

Aired Special Programs for Native Americans? Slightly more than one-third (38 percent) of the public television stations surveyed and 24 percent of the public radio stations surveyed reported airing programs for Native Americans. Among those stations with a Native American population, 49 percent of the television stations and 38 percent of the radio stations aired programs for Native Americans.

Contacted Native American Leaders as a Part of the Ascertainment Process? While 61 percent of the public television stations surveyed (71 percent of those with a Native American population) had contacted Native American leaders as a part of ascertainment, only 39 percent of the public radio stations surveyed (57 percent of those with Native American population) had done so. (In comparison, 13 percent of the tribes and 29 percent of the Native American organizations reported that they were contacted by public stations for the purpose of ascertainment.)

Conducted Any Special Audience Research on Native Americans? Native American audience research appears to be rather rare as only a handful of the stations--5 percent of the responding public television stations and 4 percent of the public radio stations surveyed--reported engaging in this type of activity.

Aired PSA's for a Native American Group, Club, or Organization? One-fourth (25 percent) of the public television stations surveyed and 47 percent of the responding public radio stations reported that they had aired Native American PSA's. Among those stations with a Native American population, 64 percent of the public radio stations and 31 percent of the public television stations aired Native American PSA's.

Produced Program Material in Cooperation With a Native American Group or Community? One-third of the stations with a Native American population--35 percent of the responding public television stations and 23

percent of the responding public radio stations--reported that they cooperated with a Native American group in producing program material. In comparison, 27 percent of the Native American organizations indicated that they had cooperated with a public radio and/or television station in the production of program material. Among the tribes, 22 percent reported cooperation with a public television station and 17 percent reported cooperation with a public radio station.

Produced Instructional Material for Native American Children? Only a few of the surveyed public television and public radio stations indicated producing instructional material for Native American children. Among those stations with a Native American population, 14 percent of the public television stations and 5 percent of the public radio stations reported producing this type of material.

Has Your Station Used the NAPBC Library as a Source of Program Material? Thirteen percent of the responding public television stations (16 percent of those with a Native American population) indicated that they had used the NAPBC library during the past year (1981).

PROJECTED PROGRAMMING ACTIVITIES

The two surveys asked the responding public television and public radio stations a series of questions about their projected activities for the coming year (1982). These questions and the stations' responses are described below.

Air General Audience Programming About Native Americans? While three-fourths (75 percent) of the public television stations surveyed (82 percent of those with a Native American population) projected that they would air programming about Native Americans, only 20 percent of the responding public radio stations (29 percent of those with a Native American population) indicated that they planned to do so.

Produce General Audience Program Material About Native Americans? Of the public television stations surveyed, 24 percent (31 percent of those with a Native American population) indicated that they planned to produce material about Native Americans during 1982, as compared with 34 percent of the public radio stations surveyed (53 percent of those with a Native American population.)

Air Special Program Material For Native Americans? Among responding public television stations, 28 percent of all stations and 39 percent of those with a Native American population plan on airing programs for Native Americans. Since 39 percent of the stations (49 percent of those with a Native American population) aired programming for Native Americans during 1981, it would appear on the surface that there will

be a reduction in public television programming for Native Americans during 1982.

Projected programming for Native Americans by responding public radio stations appears to remain at nearly the same level as programming during 1981. Twenty-three percent of all stations (36 percent of those with a Native American population) project airing special program material for Native Americans during 1982.

Conduct Special Audience Research on Native Americans? Very few of the public television and radio stations surveyed plan on doing any Native American audience research during 1982. Only 9 percent of the responding television stations (14 percent of those with a Native American population) and 6 percent of the responding pulbic radio stations (7 percent of those with a Native American population) plan on doing this type of research in the coming year. Comparing projected figures for 1982 with past year figures for 1981, it would appear that the public television and public radio stations in the surveys are planning a slight increase in research activities.

PUBLIC RADIO PRODUCTION OF NATIVE AMERICAN MATERIAL

In the public radio survey, responding stations were asked a series of questions about the production of Native American materials which they aired during 1981. These questions and the stations' responses are described below.

Produced By Your Own Station? More than one-third (37 percent) of all public radio stations surveyed and 53 percent of those with a Native American population indicated that they aired Native American material produced by their own station.

Produced By Another Public Radio Station? Sixty-three percent of the responding public radio stations indicated that they had aired Native American materials which had been produced by another public radio station. Several stations noted in the márgin that this was primarily programming from Nationl Public Radio (NPR).

Produced By An Independent, Indian Producer? Only 15 percent of the public radio stations surveyed (21 percent of those with a Native American population) aired materials produced by an independent, Indian producer.

Produced By a Native American Group? Among all public radio stations surveyed, 16 percent indicated airing this type of material. Among those public radio stations with a Native American population, 24 percent aired material produced by a Native American group.

Produced by an Independent, Non-Indian Producer? Nineteen percent of the responding public radio stations (28 percent of those with a Native American population) indicated airing this type of material. It would appear that stations were more likely to have aired Native American materials produced by a non-Indian producer than either an Indian producer or an Indian group.

Could your station produce Native American oriented programs for exchange with other stations? Only 21 percent of the public radio stations surveyed (33 percent of the responding public radio stations with a Native American population) indicated that they could produce Native American programs for exchange.

SUMMARY

The key findings of the Fall 1981 mail survey of public radio and television stations may be summarized as follows:

1. While a majority of the public radio and television stations surveyed have a Native American population in their broadcast signal coverage area (65 percent of public television stations and 56 percent of public radio stations), and nearly all of them air programming about Native Americans (93 percent of the public television stations and 83 percent of the public radio stations), only a minority of stations air programs targeted for Native Americans (39 percent of the public television stations surveyed and 24 percent of the public radio stations surveyed).

2. While most of the stations surveyed air programs about Native Americans, most stations do not produce material about Native Americans (32 percent of public television and 36 percent of public radio stations). It would appear that stations tend to rely on outside sources for this type of programming.

3. Almost none of the stations conducted any Native American audience research during 1981 (5 percent of public television stations surveyed and 4 percent of the public radio stations surveyed) and few stations (9 percent of public television stations surveyed and 6 percent of public radio stations surveyed) plan to do this type of research during 1982.

4. Comparing responses to questions about programming during 1981 with responses about projected programming for 1982, it would appear that the stations surveyed will air less programming about and for Native Americans in 1982. In addition, it would appear that fewer television stations are planning to produce materials about Native Americans.

5. The public radio and public television stations surveyed are more likely to use Native Americans as advisors than as employees. Twenty-four percent of surveyed public television stations had Native American advisors, but only 16 percent had Native American employees. Similarly, 16 percent of the public radio stations surveyed had Native American advisors, but only 14 percent had Native American employees.

6. Only 29 percent of the responding television public television stations and 18 percent of the radio stations report any Native American response to their programming.

METHODOLOGY

The overall study of Native American media needs was based on four surveys: (1) a survey of tribes, (2) a survey of Native American organizations, (3) a survey of public (non-commercial, or educational) radio stations, and (4) a survey of public (non-commercial, or educational) television stations. On 28 October 1981 questionnaires were mailed out to 342 tribes, to 434 Native American organizations (including urban Indian organizations and centers, Native American media organizations, educational organizations, and groups and organizations on reservations), to 213 public radio stations (including some low-power community stations not affiliated with National Public Radio), and to 166 public television stations.

The materials mailed out included a cover letter from Frank Blythe (executive director of the Native American Public Broadcasting Consortium) requesting that the questionnaire be completed and returned to NAPBC by December 1st, and a stamped, return mail envelope. Two post cards were subsequently sent to non-respondents reminding them to complete the questionnaire.

By 21 December 1981, questionnaires had been returned by 140 Native American organizations, by 109 tribes, by 103 public radio stations, and by 75 public television stations. Thirty-three organization questionnaires and 13 tribal questionnaires were returned as undeliverable. The four surveys thus had response rates of 35 percent for the Native American organizations, 33 percent for the tribes, 48 percent for the public radio stations, and 45 percent for the public television stations.

The four sets of questionnaires were not identical, but they did contain some identical sections to allow comparison among the four groups. Data from the 1978 survey, Native American Media Needs: An Assessment, by Laurell E. Schuerman, Frank M. Blythe, and Thomas J. Sork, were used in developing the questionnaires. The questionnaires were written by E. B. Eiselein and Frank Blythe.

Data processing and statistical analysis was done by E. B. Eiselein and Judith Doonan using the computer facilities of Authors and Anthropologists Services of North America, Inc. (P. O. Box 919, Kalispell, MT 59901).

THE TABLES

The statistical data from the surveys of the public television stations and the public radio stations are summarized in the tables which follow. In using these tables, please note the following:

1. All numbers in the tables are percentages and like all statistical measures, they are subject to a margin of error.

2. Data in columns labeled "all stations--PTV" are based on a sample of 75 public television stations responding to the survey.

3. Data in columns labels "all stations--radio" are based on a sample of 103 public radio stations responding to the survey.

4. Data in columns labeled "stns with NA pop--PTV" are based on a sample of 49 public television stations responding to the survey which indicated a Native American population in their broadcast signal coverage area.

5. Data in columns labeled "stns with NA pop--radio" are based on a sample of 58 public radio stations responding to the survey which indicated a Native American population in their broadcast signal coverage area.

THE PUBLIC STATIONS AND NATIVE AMERICANS

	percent indicating "yes"			
	all stations		stns with NA pop.	
	PTV	radio	PTV	Radio
Is there a Native American population within your broadcast signal coverage area?	65.3	56.3	100.0	100.0
Has your station had any Native American response to your general audience, special audience, or instructional programming?	29.3	18.4	36.7	31.0
Are there any Native Americans on your station's advisory board or committee?	24.0	15.5	36.7	25.9
Does your station currently employ any Native Americans?	16.0	13.6	20.4	17.2

NATIVE AMERICAN RESPONSE TO PUBLIC RADIO AND TELEVISION PROGRAMMING

	percent indicating "yes"			
	all stations		stns with NA res	
	PTV	radio	PTV	radio
Response to general audience programming?	24.0	15.5	81.8	84.2
Response to special audience programming?	10.7	10.7	36.4	57.9
Response to instructional programming?	6.7	1.0	22.7	5.3
Response in the form of letters?	13.3	8.7	45.5	47.4
Response in the form of phone calls?	20.0	13.6	68.2	73.7
Response in the form of personal contact?	25.3	13.6	86.4	73.7

NATIVE AMERICAN EMPLOYEES

	percent indicating "yes"			
	all stations		stns with NA emp	
	PTV	radio	PTV	radio
Producers/Directors/Writers?	5.3	4.9	33.3	35.7
Announcers?	NA	8.7	NA	64.3
Reporters?	2.7	4.9	16.7	35.7
Clerical/Secretarial?	0.0	1.9	0.0	14.3
Production assistants?	1.3	4.9	8.3	35.7
Engineers?	5.3	2.9	33.3	21.4
Managers/Supervisors?	2.7	5.8	16.7	42.9
Trainees?	2.7	2.9	16.7	21.4

PROGRAMMING ACTIVITIES

IN THE PAST YEAR (1981), HAS YOUR STATION:	percent indicating "yes"			
	all stations		stns with NA pop.	
	PTV	radio	PTV	Radio
Aired general audience programming about Native Americans?	93.3	82.5	93.9	89.7
Produced general audience program material about Native Americans?	32.0	35.9	42.9	55.2
Aired special programs for Native Americans?	38.7	24.3	49.0	37.9
Contacted Native American leaders as a part of the ascertainment process?	61.3	38.8	71.4	56.9
Conducted any special audience research on Native Americans?	5.3	3.9	6.1	5.2
Aired PSA's for a Native American group, club, or organization?	25.3	46.6	30.6	63.8
Produced program material in cooperation with a Native American group or community?	28.0	20.4	34.7	32.8
Produced instructional material for Native American children?	10.7	3.9	14.3	5.2
Has your station used the NAPBC library as a source of program material?	13.3	NA	16.3	NA

PROJECTED PROGRAMMING ACTIVITIES

IN THE COMING YEAR (1982), DOES YOUR STATION PLAN TO:	percent indicating "yes"			
	all stations		stns with NA pop.	
	PTV	radio	PTV	Radio
Air general audience programming about Native Americans?	74.7	20.4	81.6	29.3
Produce general audience program material about Native Americans?	24.0	34.0	30.6	53.4
Air special program material for Native Americans?	28.0	23.3	38.8	36.2
Conduct special audience research on Native Americans?	9.3	5.8	14.3	6.9

PUBLIC RADIO PRODUCTION OF NATIVE AMERICAN MATERIAL

	percent indicating "yes"	
	all stns	stns with N A pop
IN THE PAST YEAR (1981), HAS YOUR STATION AIRED NATIVE AMERICAN MATERIAL WHICH WAS PRODUCED BY:		
Your own station?	36.9	53.4
Another public radio station?	63.1	69.0
An independent, Indian producer?	14.6	20.7
A Native American group?	15.5	24.1
An independent, non-Indian producer?	19.4	27.6
COULD YOUR STATION PRODUCE NATIVE AMERICAN ORIENTED PROGRAMS FOR EXCHANGE WITH OTHER STATIONS?	21.4	32.8

TYPES OF STATIONS

	percent indicating "yes"			
	all stations		stns with NA pop.	
	PTV	radio	PTV	Radio
Community Station	40.0	24.3	34.7	20.7
University/Community College Station	30.7	62.1	34.7	60.3
State Station	17.3	4.9	18.4	5.2
School Station	12.0	8.7	14.3	13.8